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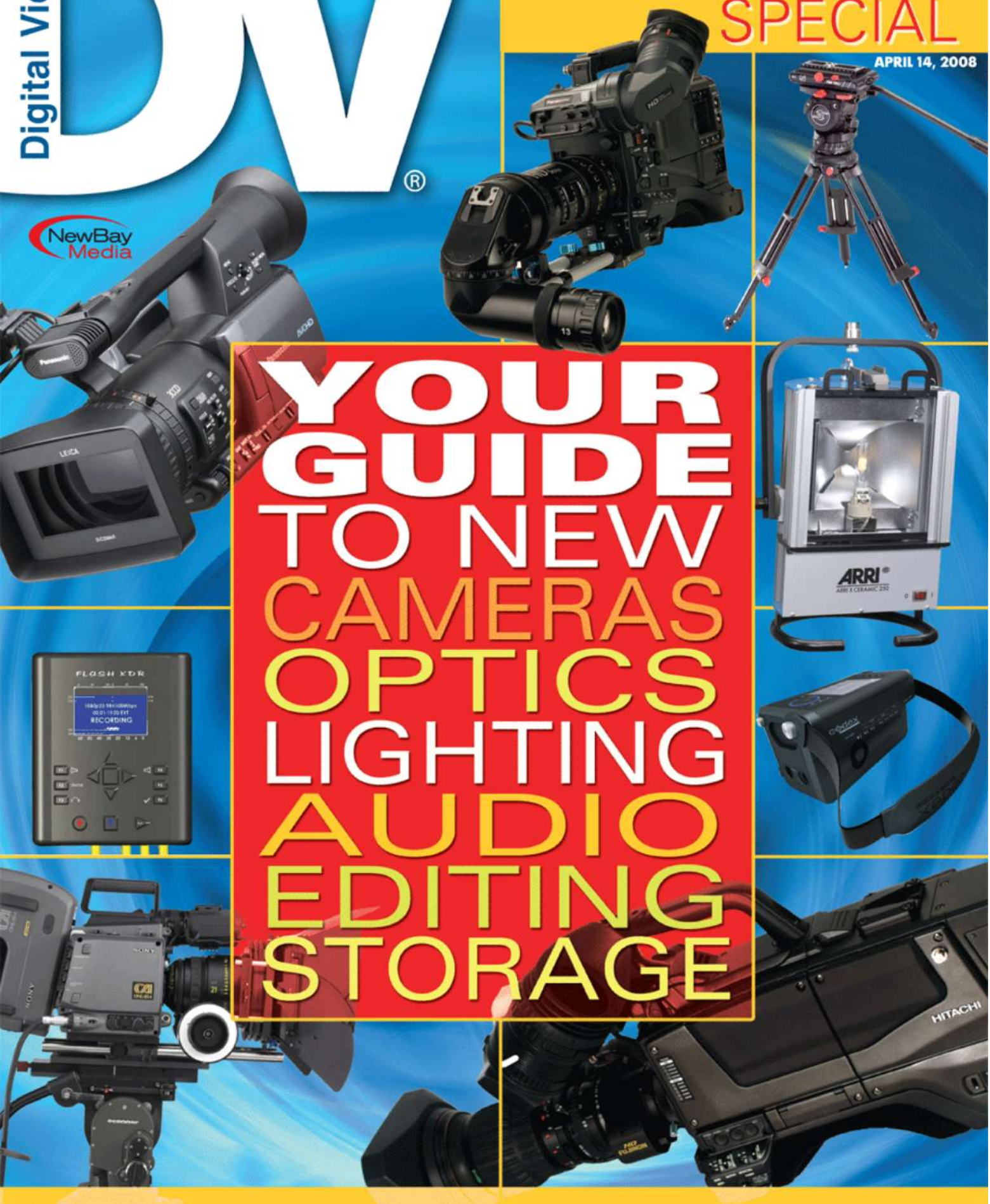
NAB SHOW SPECIAL



YOUR GUIDE TO NEW CAMERAS OPTICS LIGHTING AUDIO EDITING STORAGE

NAB SHOW SHOPPING LISTS ■ PRODUCT AND COMPANY PROFILES

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DV.com has the newest gear reviews, more expert advice and breaking news. **Visit DV online.**

ONLINE

www.dv.com
- *DV* Technical Editor Jay Holben offers technology reports from the NAB show floor in his ongoing DV101 Blog.

www.videography.com
- Martin Scorsese's Rolling Stones documentary *Shine A Light,* photographed by Robert Richardson, ASC.

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SEE YOU IN THE DESERT

If you're one of the 100,000 or so attendees of the 2008 National Association of Broadcasters show — the annual technology safari held in Las Vegas this month (April 11-17) — you should arm yourself with knowledge. And the goal of *DV*'s NAB Show special is to help you do just that. NAB, after all, is an aural and visual assault, and you wouldn't want to overlook a new piece of gear or technology that might revolutionize your production.

For this special, we've compiled a select index of more than 50 NAB exhibitors you should visit. To spice it up, we've included what they showed last year, describe new goodies they'll be demonstrating this year, and offer a few hints of any surprise debuts or announcements about which they are otherwise quite tight-lipped. (We love this tease offered by Lowel-Light: "Someone famous will visit our booth; don't know when.") You'll also find info about events that companies will be hosting or participating in, as well as their all-important booth numbers. (And with that a word of warning: NAB is known to have questionable leaps in logic regarding booth numbering and layout, so be patient in your hunt.)

But this special isn't all index. Inside, *DV* contributor (and longtime *TV Tech* writer) Carl Mrozek offers pieces on what to expect on the show floor in the camera and lens departments, Editor-in-Chief David E. Williams shines a spotlight on new lighting tools and contributor Oliver Peters tackles editing applications and storage solutions. (Storage, especially, will be a hot commodity at NAB '08.)

In the process of gathering information for this special, it became obvious that this NAB show doesn't have quite the buzz leading up to it has in past years. Improvements on previously released tools lack the pizzazz of, say, a brand-new acquisition technology. The big news may be that there isn't any "big news." But this may not be such a bad thing. Cameras, formats and compression technologies have been developed at a furious pace in past years and post tools need time to catch up. Some of the ebb in pre-show buzz is probably due to Avid and Apple going MIA — a topic which has already been blogged to death so we won't waste any more verbiage on it. But to Avid and Apple we do say thanks — without their massive booths and the crushing throng of their followers blockading the entrance, we can now get *into* the South Hall.

Of course, the hottest thing at NAB will likely be something that a tech guru like Mark Schubin stumbles upon in some relatively obscure company's tiny booth — as was the case last year regarding a unique wiring connector.

Need guidance in your NAB strategizing? We've got that covered, too. Professionals weigh in with their NAB goals, tips and strategies, such as "try not to get arrested." (That one from the PixelMonger himself, Scott Billups.) It's apropos advice considering you'll be in Vegas — you're friends will be too busy to post bail or just tapped out from the tables and slots.

So arm yourselves with the *DV* NAB special, enjoy the show and "try not to get arrested."

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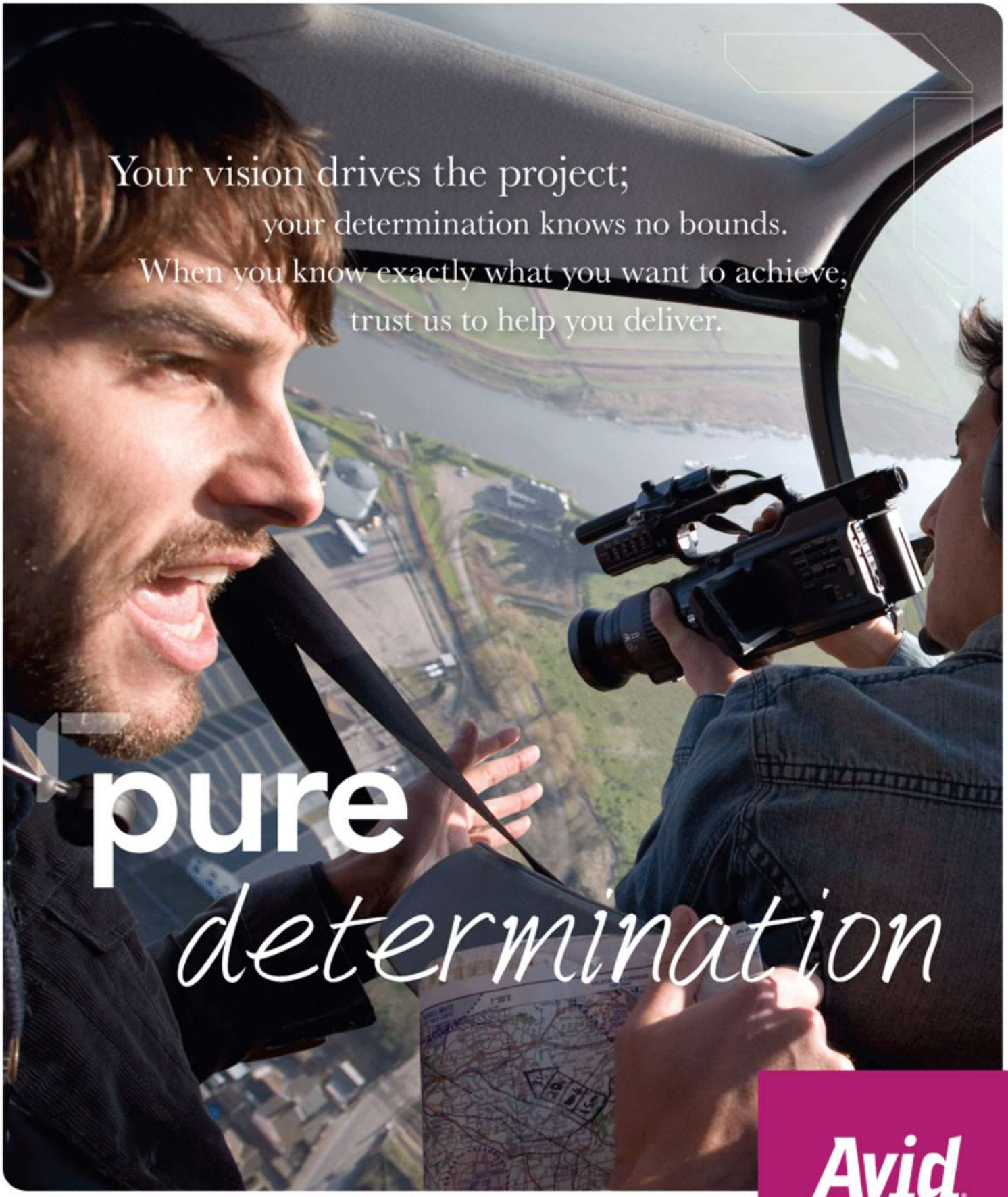
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COMPILED BY DOUGLAS BANKSTON, JAY HOLBEN AND DAVID E. WILLIAMS

CHEAT SHEET

OVERWHELMED BY TECH OVERLOAD? WE'RE HERE TO HELP WITH MORE THAN 50 COMPANIES YOU SHOULD VISIT.

While the annual National Association of Broadcasters Show (April 11-17) invariably offers the world's largest array of all things A/V, the truth is that not everything on display is of interest to every attendee. High-def cameras? Check. HMI lighting? Check. NLE updates? Check. Radio towers? *Hmmmmm...*

With this "Where's Waldo?"-level challenge on everyone's mind, we present this select set of crib notes covering a wide variety of NAB exhibitors (in alphabetical order).

16X9 INC.
www.16x9inc.com
BOOTH SU3310

NAB '07 Highlights: 16x9 introduced a series of lens adapters for HDV and DV cameras.

New This Year: The Compact Super Fisheye EX 0.4X in 62mm and 72mm sizes. This single-element adapter is crafted to meet the higher demands of the higher-resolution, compact HD camcorders such as the Canon XH A1. Mounted to the front of the XH A1 lens, it delivers a 116-degree horizontal field of view. At only 6.6 oz. (187g), this ultralight adapter is an excellent optical tool for handheld work. Also new is the Zoe ENG Zoom Control from Bebob for full-size broadcast cameras in two flavors: the Zoe-ENG-8 for 8-pin lenses (such as Angenieux, Canon and Fujinon) and the Zoe-ENG-12 for 12-pin lenses.

Sony Electronics' new F35, available through Band Pro Film & Digital, atop an OConnor head.

ADOBE SYSTEMS
www.adobe.com
BOOTH SL3220

NAB '07 Highlights: Creative Suite 3

New This Year: Adobe Media Player, previously seen at IBC, is an intuitive application designed to aggregate and play your favorite Internet TV offerings, whether online or offline. It's a cross-platform application designed to play back streamed or downloaded FLV or MPEG-4 video content. The design enables a viewing experience more like channel surfing than any other Internet TV scheme, and Adobe Media Player supports advertising and graphic branding. Official launch dates will be announced just before NAB.

AJA VIDEO SYSTEMS
www.ajavideo.com
BOOTHS SL1413 AND SU7105

NAB '07 Highlights: AJA introduced most notably the Io HD, which was co-developed with Apple to leverage the unique features of Final Cut Studio 2, and the FS1 "anything-in/anything-out" frame-sync that supports virtually any video input or output in HD or SD.

New This Year: AJA will continue to showcase the latest iterations of the Io HD and FS1 products, along with its Kona and Xena desktop video solutions.

Rumor Mill: Look for a few new converter products.

AUDIO-TECHNICA
www.audio-technica.com
BOOTH N4529

NAB '07 Highlights: The AT875 RoHS-compliant short mono shotgun mike and the RoHS-compliant AT8015 and AT8035 shotgun models. Also there were the BP4027 and BP4029 stereo shotgun mikes, aimed at the high-end broadcast and production

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www.grassvalley.com/edius

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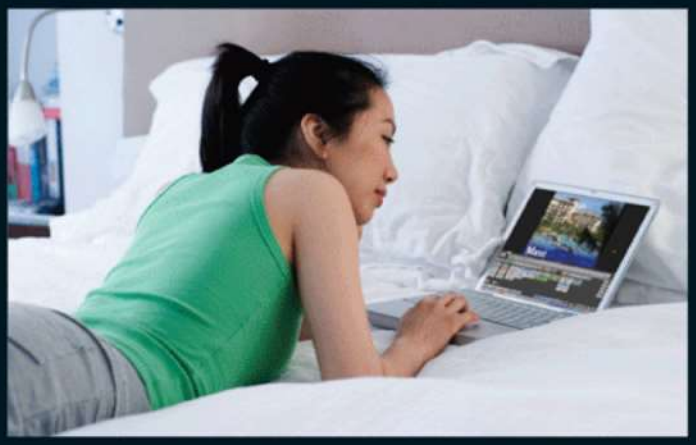

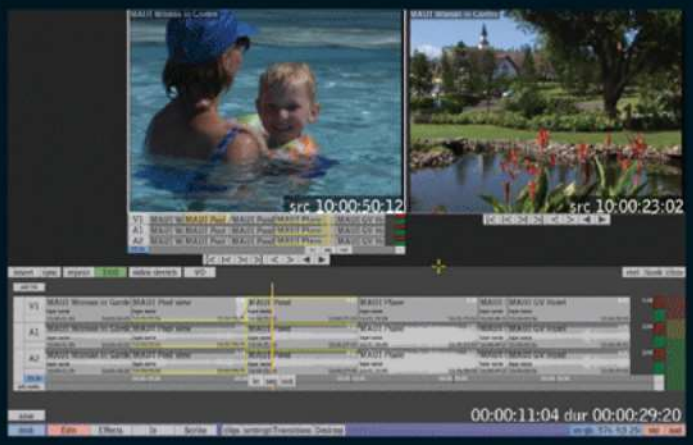

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Register for free training with Quantel today

It's so easy. Go to www.quantel.com/compass and follow the straightforward registration process. Once registered, you can download the Compass PC check utility which rapidly establishes whether your PC is suitable for running the Compass Training software. If all is ok you will be assigned a unique license to run Compass Training software. The software will run on PCs and Macs via Boot Camp. We will send out your license via email and also despatch the Compass Training software itself – downloads are coming soon.

All we ask in return is that, by loading it onto your computer, you agree not to use the software for commercial purposes. So, register today and take your first, and free, step to an exciting new career.

*See our website for details

Quantel

environment.

New This Year: The AT2020 USB cardioid condenser microphone, designed for computer-based recording using all popular recording software. Equipped with a USB digital output, the Mac- and Windows-compatible AT2020 USB offers studio-quality articulation and intelligibility perfect for home studio recording, field recording, podcasting and voiceover use. With low self-noise and extended frequency response, the AT2020 USB is intended for the varied spectrum of digital recording setups.

AUTODESK

www.autodesk.com

BOOTH SL1420

NAB '07 Highlights: Autodesk Incinerator 2007, clustering technology for the Autodesk Lustre color grading system; Lustre Color Management, an integrated solution providing greater fidelity in color reproduction between Autodesk systems;

Ikan V800 monitor rig (on left) and Sonnet Technologies Fusion F2 portable RAID drive.

Extension 1 for Inferno, Flame, Flint and Smoke offering significant workflow enhancements; Toxik Extension 2 offering new tools for visual effects creation.

New This Year: Will demonstrate the latest advancements to products including Lustre, Smoke, Flame, Inferno and Flint, along with software portfolio products Toxik, 3ds Max, Maya, MotionBuilder and Mudbox.

Events: User group meeting on Sunday, April 13 at 5:00 p.m. in the Latour Ballroom at the Wynn Hotel, followed by a party at the Tryst Lounge starting at 7:00 p.m., also located in the Wynn.

AUTOMATIC DUCK

www.automaticduck.com

BOOTH SL2128F (PLUG-IN PAVILION)

New This Year: Two enhanced versions of their Timeline Integration solutions for Final Cut Pro: Pro Import FCP 2.0 and Pro Export FCP 4.0. Pro Import FCP 2.0 now improves the plug-ins' "use existing media" feature for importing Avid sequences. Reference movies to Avid DV25, DV50 and DVCProHD media now use Apple-native QuickTime codecs instead of Avid codecs, resulting in vastly improved performance in Final Cut Pro, as well as compatibility with Color. Pro Export FCP 4.0 adds significant improvements to a number of key workflows for customers, including the ability to convert FCP media into Avid media files, 24-fps support and conversion of many FCP effects and parameters into Avid effects, such as Picture-In-Picture.

AZDEN CORPORATION

www.azdencorp.com

BOOTH N4924

NAB '07 Highlights: Their award-winning 320ULT dual-channel UHF on-camera system.

New This Year: The FMX-42 4-channel portable mixer offers four balanced XLR line/mic inputs with individual level and pan controls, switchable (per channel) 48V phantom power and limiting, professional-quality VU meters for accurate level setting, master level control, 1K tone generator, two balanced XLR outputs (line/mic switchable), stereo mini-jack output for DV cameras and a headphone monitor with level control. It can be powered by either six internal AA batteries or a 12V external supply (optional). The SMX-10 mini stereo electret-condenser microphone provides a high quality alternative in terms of sound and performance to built-in video camera mikes. The SMX-10's dual unidirectional design allows video professionals to record directly in stereo. It also features a built-in cable with a 3.5mm stereo mini plug and comes equipped with a camera hot-shoe mount and windscreen for use in the field.

Enticements: Azden is offering the 320ULT at a lower price.

BAND PRO FILM & DIGITAL

www.bandprodigital.com

BOOTH SU1320

NAB '07 Highlights: Band Pro was the talk of the town last year when they unveiled three new Sony products: the upgraded "R" version of the HD workhorse CineAlta premiere F900 HDCAM camcorder, the smaller-package PMW-EX1 and the CineAlta F23.

New This Year: Sony cameras, including the F35 with its 35mm-sized CCD, the PDW-700 XDCAM HD, the HVR-7ZU HDV with interchangeable lenses, and the HVRS270U HDV camera. In addition, Band Pro will demo an array of support products, including a .5 Diopter for Zeiss Digiprime lenses, the Codex Portable Digital Recorder, new eCinema LCD monitors and Cine-tal Cinemage monitor, the Myth Telescoping camera crane, Technopoint Pan & Tilt heads, and new Zeiss DigiPrime lenses.

Enticements: Will participate in a Sony co-sponsored trade-in deal in which customers who previously purchased the F23 will be able to trade that model in for credit toward an F35.

Event: Director of Photography track at the Supersessions on Saturday, April 12.

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Blackmagicdesign

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The Drawn Together images are courtesy of Comedy Partners.

World's Highest Quality

Multibridge Pro includes 3 Gb/s SDI and Dual Link 4:4:4 SDI for connecting to decks such as HDCAM SR. Unlike FireWire, Multibridge Pro has a 10 Gb/s PCI Express connection for powerful HD real time effects in compressed or uncompressed video file formats.

Microsoft Windows or Apple Mac OS X

Multibridge Pro is fully compatible with Apple Final Cut Pro™, Adobe Premiere Pro™, Adobe After Effects™, Adobe Photoshop™, Combustion™, Fusion™ and any DirectShow™ or QuickTime™ based software. Multibridge Pro instantly switches between feature film resolution 2K, 1080HD, 720HD, NTSC and PAL for worldwide compatibility.

Multibridge Pro

$1,595

Learn more today at www.blackmagic-design.com

Azden's SMX-10 microphone.

BOGEN IMAGING

www.bogenimaging.us
BOOTH C5922

NAB '07 Highlights: Avenger lighting CrossPole, upgrades to the Manfrotto 503HDV head.

New This Year: Gitzo Titanium Traveler Tripod, featuring an exclusive 180-degree folding mechanism that allows the user to accommodate the extra length of the head inside the folded legs. Manfrotto Camera Stand 269HDB-3U is crafted from electro-welded aluminum and features five sections with twist locks for a maximum camera height of 24' that can support up to 15.4 pounds. Manfrotto 585 Monosteady Three-in One Stabilization System for consumer camcorders.

Enticements: Rebates up to $50 on Manfrotto tripods until June 30. With the Lastolite HiLite promotion, get $35 off on HiLite 6'x7' or $25 off on HiLite 5'x7' until May 31.

CALDIGIT

www.caldigit.com
BOOTH SL13505

NAB '07 Highlights: HDPro 8 bay, a RAID storage solution at under $2 per gigabyte, including a CalDigit controller card.

New This Year: The CalDigit Hardware RAID card, announced in January, will make its NAB debut: A hardware RAID that relies on a dedicated Intel processor and 256MB of built-in cache memory, offering RAID level 5 speeds of 330MB/s externally — using the company's new HDElement 4-bay external drive enclosure, with RAID 0,1,5,6 and JBOD connected through external mini-SAS — and 4-drive speeds of 247MB/s internally.

CANON USA

www.usa.canon.com
BOOTH SU3020

NAB '07 Highlights: The HV20 and HR10 HD camcorders.

New This Year: The DigiSuper 27 HDTV studio lens and the BU-40H remote-control robotic pan-tilt HD camera system. The DigiSuper 100AF and DigiSuper 86AF long-field Autofocus zoom lenses; the full line of cost-effective HDgc portable ENG lenses for all leading camera-imager sizes; and the Canobeam DT-150 HD Free Space Optics transceiver. Also introduced will be the new VIXIA line of HD consumer camcorders, available in flash memory, disk drive, DVD and HDV.

Events: Canon's broadcast communications marketing exec Laurence Thorpe will speak at the Digital Cinematography Summit, "Digital Cinematography: From HD to 4K," on Saturday, April 12 from 8:45-10:00 a.m. in S222.

EXPERT OPINIONS

NAB VETERANS OFFER THEIR INSIGHT ON HOW TO ATTEND THE '08 EDITION.

SCOTT BILLUPS

PixelMonger Inc.

NAB Strategy: See as much as I can, in as short a time as possible; spend as much time with my friends as possible; try not to get arrested.

Tempting Tools & Tech: Scarlet from Red, Infinity from Thomson, SDI Flash recorder from Convergent Design.

Rumor Mill: Mega-Processor Mac? HDR prototype camera.

Big Issues: 2K and 4K cameras, media management, solid-state recording, uncompressed HD post.

MIKE CURTIS

HD for Indies, DV contributor

NAB Strategy: With Avid and Apple off the show floor, that will free up some significant time to see the players that I'm usually rushed to see in the areas of cameras, monitoring, storage, etc.

Experts swoop in on a new RCA Hawkeye camera at NAB '81.

Tempting Tools & Tech: I'm very curious to see what Red has up their sleeve. They've talked about a lower-cost camera, as well as 4K displays, projectors, and distribution systems. Also curious to see how the other camera manufacturers respond now that Red is "real." (I got mine recently). Very curious to see what happens with Blu-ray authoring now that they have won the format war.

Rumor Mill: I don't believe the rumors that Apple is selling off their Pro Apps group — it's too integral to too many things they do. I take their lack of presence on the show floor to mean that they don't have significant new offerings — a shame. Curious to see what Apple and Avid do outside of NAB proper.

Big Issues: 2K and 4K cameras, mobile content, solid-state recording, storage and asset management.

PHILIP HODGETTS

President, Intelligent Assistance

NAB Strategy: This year I plan to spend more time looking at the small booths down the back of the halls, where the interesting innovations tend to come from. Plus, more time digging in deeper on spe-

check our website or call for up-to-the-minute prices & information! now your can email your order or inquiry to us at: sales@beachcamera.com

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The excellence of the XH A1 begins with its Genuine Canon 20x HD zoom lens with Professional L Series Fluorite. Super-Range Optical Image Stabilization corrects for a wide range of camera movement and vibration, and Instant AF (Auto Focus) ensures ultra-quick, accurate focus. The DIGIC DV II HD image processor then ensures improved color reproduction and noise reduction - for a final result that is the zenith of image quality.

Vixia HF10

FULL HD 1080

NEW! COMING SOON

Setting a New Standard for High Definition

Now, with the light, compact Canon VIXIA HF10, you can have stunning AVCHD (Advanced Video Codec High Definition) format recording with the ease and numerous benefits of Flash Memory. It's used in some of the world's most innovative electronic products such as laptop computers, MP3 players, PDAs and cell phones. Canon offers the best in Flash Memory with Dual Flash Memory- record to both the camcorder's 16 GB internal memory and a removable SDHC card, extending your available recording space and offering added flexibility in file transfer and playback.

Vixia HV20

FULL HD 1080

Bring True HD to Life

The stylish HV20 gives you the ultimate in HD video and digital photo quality with advanced features for the knowledgeable and demanding videographer. Its 10x optical zoom lens, 2.96 Megapixel CMOS image sensor and Canon's advanced DIGIC DVII image processor ensures meticulous detail and superior color reproduction. 24p Cinema Mode brings "film-look" options, and with its HD and Standard Definition recording modes, you can make the move to HD without making your SD equipment obsolete.

Vixia HV30

FULL HD 1080

NEW! COMING SOON

Elegant Design, Ultimate HDV

The dramatic VIXIA HV30 is the latest in Canon's offering of HD camcorders, incorporating Canon Exclusive features you won't find anywhere else. Full HD CMOS sensor and advanced DIGIC DV II image processor deliver breathtaking detail and the best in color reproduction. SuperRange Optical Image Stabilization and Instant Auto Focus gives you the shot control High Definition demands. With the Genuine Canon 10x HD video zoom lens and a host of other advanced features the VIXIA HV30 is sure to be your choice in High Definition camcorders. And, with its HD and Standard Definition recording modes, you can make the move to HD without making your SD equipment obsolete.

Vixia HR10

FULL HD 1080

The Beauty of High Definition, the Convenience of DVD

A host of advanced features are joined with superb image reproduction in the world's smallest AVCHD camcorder, allowing you to create stunning HD to complete your high definition home theater experience. Canon's Full HD CMOS sensor, advanced DIGIC DV II image processor, Genuine Canon 10x HD video zoom lens and new 2.7" Widescreen Multi-Angle Vivid LCD along with many other easy-to-use features will make the HR10 the choice of the sophisticated shooter.

SONY PRO · USA WARRANTY

HVR-Z1U

Taking Form and Function to a New Level

The HVR-Z1U is Sony's first attempt at a mini-sized HDV camcorder. Sporting a Carl Zeiss lens, the HVR-Z1U is both NTSC and Pal compatible and records and plays in DVCAM, consumer DV (SP mode), and the HDV formats.

HVR-HD1000U

Feature Rich, Affordably Priced HDV Camcorder

With premium design characteristics and high-definition 1080i recording capability, the HDV-HD1000U features a Carl Zeiss Vario-Sonnar T* lens with 10x optical zoom and is ideal for weddings, corporate communications, colleges, and working videographers on a budget. A built-in down-converter creates DV material, perfect for standard DVD productions.

Panasonic PRO · USA WARRANTY

AG-DVX100B

24p/30p/60i Mini-DV Camcorder

The AG-DVX100B is the improved version of the "A" camera with over 20 new features like a higher resolution viewfinder, Scene Files and Time Code transfer through the FireWire cable, greater power efficiency with newly developed battery pack, more delicate zoom control and more.

AG-HVX200

1/3" 3-CCD 16:9 HD/DVCPRO/DV Cinema P2 Camera

The AG-HVX200 is Panasonic's first HD video product to use P2, the cutting-edge memory recording device that has the potential to revolutionize the entire production paradigm. The AG-HVX200 records HD, either 1080i or 720p video acquired by a new optical system and high-performance digital signal processor onto a P2 card using the broadcasting DVCPRO HD codec.

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CENTURY OPTICS
www.schneideroptics.com
BOOTH C6233

NAB '07 Highlights: Introduced a new series of black-and-white filters and a line of Sony camera accessories.
New This Year: Introduces new line of Century Pro Series HD lens accessories created for the Sony PMW-EX1 which include the .6X HD Wide-Angle Adapter, .75X HD Wide-Angle Converter, 1.6X HD Tele-Converter, Super Fisheye HD Adapter, and the Extreme Fisheye HD Adapter. Will also present a new kit for DV/HDV users the 4x4 Essential Filter Kit, chosen from Schneider Optics' line filters for DV/HDV cameras: Neutral Density .6 Solid, Neutral Density .6 Soft Edge Grad, Century Polarizer, Black Frost ½ Diffusion, Century's Skintone Enhancer Warming Filter.

CINE-TAL
www.cine-tal.com
BOOTH SL10225

NAB '07 Highlights: Version 2.1 software for the Cinemage intelligent display server, which provided a host of new features and a software developer's kit.
New This Year: Cinemage will unveil several new products. Details are confidential but they include new monitor solutions for postproduction facilities and stereoscopic 3-D production.

CODEX DIGITAL
www.codexdigital.com
SUB1320 (WITH BAND PRO)

NAB '07 Highlights: Upgraded HD, 2K, 4K media recorder/server, with support for the Material eXchange Format (MXF).
New This Year: World debut of the award-winning, toaster-sized Codex Portable recorder, which will ship in June.
Enticements: Codex will be showing its products in a camera-to-post workflow that "redefines flexibility and creativity."
Rumor Mill: Watch out for *Speed Racer,* which was shot with Sony F23s tied to Codex recorders.

COOKE OPTICS
www.cookeoptics.com
BOOTH C10319 (WITH P+S TECHNIK)

NAB '07 Highlights: Support for the /i metadata protocol by Red, Avid and Aaton and availability of /i dataLink metadata capture device. Companies now supporting the /i protocol include ARRI, Cinematography Electronics, CMotion, Dalsa, Mark Roberts Motion Control, Preston Cinema Systems, The Pixel Farm and Service Vision.
New This Year: The Red Set of S4/i lenses for the Red One camera (on display at the Red booth). Cooke lenses will also be featured at the exhibit booths of JVC and Aaton.
Rumor Mill: Check out who else is supporting /i technology.

cific technologies.
Tempting Tools & Tech: Very interested in metadata management, so I'll be looking for more detail on Avid's Interplay and Apple's Final Cut Server, as well as products from Focus Enhancements and others. Even though Avid and Apple are not on the NAB show floor I expect they'll have a presence in Las Vegas during that week.
Rumor Mill: Happy to debunk the rumor that Apple is selling the Pro Apps, but other than that, no good rumors seem to be around at the moment.
Big Issues: Digital distribution, media management, storage and asset management.

MATT JEPPSEN
Editor, FreshDV.com; DV contributor
NAB Strategy: Getting hands-on demonstrations of new tech and gear, as well as networking with fellow professionals.
Tempting Tools & Tech: Redrock Micro Mattebox and similar camera accessories, AJA and Blackmagic ingest solutions, a rumored Panasonic HVX200 update, the Red One and SI-2K 2K and 4K workflow solutions, and solid-state recording media.
Rumor Mill: Jim Jannard of Red and Juan Martinez of Sony Electronics will put aside their company differences and dance the polka onstage, hand in hand. I'd pay to see that. Just kidding.
Big Issues: 2K and 4K cameras, media management, solid-state recording, storage and asset management, 35mm adapters and third-party lens options.

NOAH KADNER
Producer/Host, Call Box Inc.
NAB Strategy: I'm planning to catch up with old friends, do some networking and check out the latest tech and trends.
Tempting Tools & Tech: The Phantom HD 2K camera, the Red Scarlet camera, whatever is new from Panasonic, and whatever is new from Sony. I also want to find a 2K or 4K projector for the home.
Rumor Mill: I hear there will be some 2K and 4K cameras perhaps to come from the big names to answer Red. I say, bring it on.
Big Issues: 2K and 4K cameras, 3-D production, AVCHD, digital distribution, high-speed cameras, solid-state recording, storage and asset management, uncompressed HD post.

MARK J. PESCATORE
Editor-In-Chief, Government Video
NAB Strategy: So far, the pre-NAB hype has been subdued. This year seems less about the "next big thing" and more about making sure last year's big thing is even better. I'll be on the lookout for tools that make production and post easier and more efficient. I'm also on a quest for a good studio mike that's affordable, and I'd really like to evaluate the new wave of non-CRT professional monitors from companies like Sony.
Tempting Tools & Tech: Echolab's MultiPlayMD, and the Ikegami/Toshiba GFCAM and Thomson Grass Valley Infinity camcorders. Panasonic's new AVCHD camcorders — in two different form factors —

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AJA Video's io HD

DIGIEFFECTS
www.digieffects.com
BOOTH SL2128D
(PLUG-IN PAVILION)

New This Year: Digieffects absorbed Buena Software and Walker Effects and then sold the film-emulation app Cinelook to Red Giant Software. Damage, a plug-in suite dedicated to simulating a wide variety of digital and analog defects in your video projects, will be showcased at NAB.
Enticements: Customers can buy Magic Bullet Looks for $199 (usually $399) and Magic Bullet Suite for $399 (usually $799).
Rumor Mill: You'll see a couple more new plug-in packages.

DIGITAL VISION
www.digitalvision.se
BOOTH SL3205

NAB '07 Highlights: Film Master V3.5 with support for Avid DNxHD encoded media, a new keyer and panel improvements; new DVO tools such as Sharpen, Regrain, Fix, Brickwall and Alias.
New This Year: Film Master with support for 4K real-time grading and grain processing; a new software-based, motion compensated standards converter; new DVO tools including Stabilise, RGB Align and Vertical Scratch.
Events: In-booth user group meet, Monday, April 14 at 5:00 p.m.; in-booth 20th Anniversary celebration at 6:00 p.m.
Rumor Mill: Look for news of interesting technology alliances.

DULCE SYSTEMS
www.dulcesystems.com
BOOTH SL14613

NAB '07 Highlights: This newcomer on the block impressed with their Quad and Duo Quad RAIDs.
New This Year: Announced their super-fast rackmounted PRO RX, a 12- and 16-bay RAID storage solution. The PRO RX is Mac and PC compatible. Certified to work with Final Cut Studio, Premiere Pro and other popular NLEs and applications, the PRO RX's data rate allows for multiple streams of video resolutions, including HDV, DVCPRO HD, ProRes HQ, uncompressed SD/HD.

THE FOUNDRY
www.thefoundry.co.uk
BOOTH SL8605

NAB '07 Highlights: The Foundry debuted Furnace 4 for Shake and launched Tinderbox for Combustion.
New This Year: Brand new Nuke 5 compositor and Furnace

also have my interest. Who doesn't want to try Sachtler's SOOM?
Rumor Mill: JVC is going to have a solid-state announcement at the show. And how are Apple and Avid going to make their presence felt in Las Vegas if they aren't exhibiting at NAB? I find it difficult to believe that either will completely stay away from the biggest show of the year.
Big Issues: AVCHD, mobile content, solid-state recording.

OLIVER PETERS
Contributing editor, Videography*; independent film/video editor (Oliver Peters Post Productions Services)*
NAB Strategy: See everything and budget my time.
Tempting Tools & Tech: MOTU V3HD, another I/O option for FCP (Mac) and Premiere Pro CS3 (Windows). It's the only one that embeds DVCPRO HD into the hardware. Assimilate Scratch Red PrePost System, a true native post solution for Red files. Quantel's 3-D vision post solutions; 3-D is hot right now. Thomson Grass Valley Edius, the best NLE for dealing with a mixture of odd media formats. Look at their Aurora shared storage solution. Various new innovative plug-ins, such as Noise Industries and their various partners, and the new Magic Bullet Looks Suite from Red Giant Software.
Rumor Mill: Interested in seeing if there's more to any of the "for sale" rumors related to Apple's ProApps division or Avid.
Big Issues: 2K and 4K cameras, AVCHD, solid-state recording, more DI systems in the mainstream at lower cost.

NED SOLTZ
Contributing editor, DV *and* Videography
NAB Strategy: Scope out new offerings, see how older products mature, understand new workflows, and mostly talk to vendors about their products and plans.
Tempting Tools & Tech: I am interested in storage technologies these days as they are becoming so crucial to the tapeless workflow. Storage capacities are increasing; prices are dropping. Redundancy and backup solutions are in the works.
Rumor Mill: Other than assorted Elvis rumors, I hesitate to spread anything since rumors are generally bogus.
Big Issues: 2K and 4K cameras, AVCHD, media management, solid-state recording, storage and asset management, uncompressed HD post, Web video, postproduction tools, graphics, audio for post.

NEAL WEINSTOCK
Chairman/CEO, Kerner New York
NAB Strategy: Check out new technologies; attend digital cinema, IPTV, mobile and engineering conferences; use the occasion to schedule meetings with salespeople, partners and customers.
Tempting Tools & Tech: Better/cheaper set-top boxes; IPTV server software and hardware; media management software.
Rumor Mill: Hah! I wish I knew some.
Big Issues: Digital distribution, 2K and 4K cameras, 3-D production, high-speed cameras, mobile content. DV

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AJA VIDEO SYSTEMS

Two GUI screen shots from Autodesk's Smoke.

plug-ins, plus stereo 3-D tools.

Rumor Mill: The Foundry will reveal news about the first major VFX companies to migrate to Nuke 5.

GAMMA & DENSITY

www.3cp.gammadensity.com

BOOTH SL2128B (Plug-In Pavilion)

NAB '07 Highlights: When last we left Gamma & Density they had revamped their 3cP on-set color correction system for cinematographers.

New This Year: Will unveil a new version of 3cP, now in use by Rodrigo Prieto, ASC on his new film *State of Play.* While shooting, Rodrigo utilizes 3cP after the first take of a scene to color correct quickly and create a custom LUT. By the time they're on take three, the director is looking at the LUT applied in real time to all the footage they're capturing — so the subsequent takes are all seen with Rodrigo's color correction applied. G&D will also demonstrate their new 3cP 709-1 calibration chart for working with digital cinema cameras of all kinds.

Event: Digital Cinema Summit, "Report from ASC: Look Management and its Relationship to Digital Camera," Saturday, April 12, 10-10:45a.m. in S222.

GENARTS, INC.

www.genarts.com

BOOTH SL14516

NAB '07 Highlights: Sapphire Plug-ins V4 for Autodesk Systems, which introduced over 45 new effects; Sapphire Plug-ins V2 for After Effects and compatible products.

New This Year: Sapphire Plug-ins V2 for Apple FxPlug products, which feature over 200 effects with native support for FCP, Final Cut Express and Motion. Enhancements include drag-on Transition effects for FCP and Express, effects categorized by Generators, Filters and Transitions and parameters arranged in groups for improved interface layout.

Events: Will be present at several NAB events: Autodesk User Group meet on Sunday, April 13 at the Wynn Hotel, 3-9:00p.m; Avid events on April 13 and 14 at The Joint (in the Hard Rock Hotel and Casino); MediaMotion Ball on April 14 at the Sahara Hotel, at 6:00 p.m; LAFCPUG SuperMeet on Wednesday, April 16 at the MGM Grand Hotel & Casino, 6:30-10:30 p.m.

Rumor Mill: Currently working on an OpenFX version of Sapphire Plug-ins. A preview can be seen in their booth.

G-TECHNOLOGY

www.g-technology.com

BOOTH SL2105

NAB '07 Highlights: Their G-SPEED eS and G-RAID2 2000 storage solutions and the previously announced FireWire 400 750-gig G-RAID mini.

(continued on page 37)

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"Sapphire Plug-ins is a must for all of our VFX work. It is by far the most usable package out there."

Jamie Scott, Flame Artist, MassMarket, Inc.

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Courtesy of Chris Wirth, Universal Images & Chemstri

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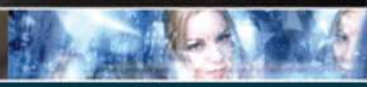

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IT STARTS AT CAPTURE

CAMERAS ARE THE HEART OF EVERY PRODUCTION.

BY CARL MROZEK

After a decade-long procession of new and improved HD cameras and camcorders at NAB, what more can we hope to see this year? Will it be a year of dramatic breakthroughs, of cameras that exceed expectations, or will cameras finally meet core expectations? Obviously, that depends on your expectations.

If you were hoping to find a CineAlta-type camera for under $10,000, you might be disappointed. The latest addition to Sony's CineAlta camera family, the PMW-EX1, is already on the market for around $6,000. Unlike the HDW-F900, it captures 720p and can operate at 50 or 60Hz. Not bad for less than the cost of a "cheap" ⅔" HD lens.

If you were expecting a 4K cine-style camera for under $20,000, you also might be disappointed. That was last year's breakthrough in the Red One, although Red Digital Cinema promises something comparably impressive this year, but in a much smaller package and for a smaller price. If you prefer bigger cameras, with ⅔" full-raster HD sensors, at bigger prices, you shouldn't be disappointed as there should be several offerings for sale this year.

If you're expecting great things in small (camera) packages, you shouldn't be disappointed, either, as there will be more than a few new camcorders with ⅓" sensors, able to capture full-raster HD at 1920x1080, in multiple formats and even standards (50Hz, 60Hz). If you prefer even smaller cameras, there will be something for you, too.

In short, there is likely to be something for every camera taste at NAB, even if they don't meet all of your expectations. Then again, what cameras ever have?

ARRI — whose ARRI D-20 (1080p) camera remains its core product in this arena — promises to have something new and exciting in its digital cine line: The talked-about D-21, to be unveiled at NAB.

CANON USA was tight-lipped regarding additions to its XL and XH series of HDV camcorders at NAB '08, but reps cited two "consumer" camcorders introduced at CES this year: the HF100 and HF10. Both are palmcorder-sized and have ⅓" CMOS imagers with a gross pixel count of 3.3 megapixels. Both use the AVCHD codec and record on solid-state media, but the HF100 records to SDHC memory cards, while the HF10 records to memory cards and to an internal 16GB Flash drive.

HITACHI will present its SK-HD1000 studio- and field-production camera with 2.2-megapixel CCDs featuring improved signal performance, 60dB S/N ratio at f/10, 14-bit A/D conversion, high dynamic range, 1,100 TV lines, a 12-vector masking system and gamma functions for film-like imagery. The SK-HD1000 is a two-piece camera that offers fiber or digital triax/coax transmission and an optional cross-converter (1080i to 720p).

ICONIX VIDEO will demonstrate the latest generation of its HD-RH1F camera system, "the smallest HD camera in the world." Despite being smaller than the smallest palmcorder, the HD-RH1F captures 19+ HD formats (1080i @ 50/60Hz, 1080p @ 24/25/30/50/60Hz, 720p @ 24/25/30/50/60Hz and 1080PsF @ 23.98/24/25/29.97/30Hz) and has SDI, DVI-D and analog outputs, genlock, remote control, programmable gamma, electronic shutter and image enhancement.

IKEGAMI will debut its latest tapeless HD/SD camcorder, the HDS-V10 GFCAM HD ENG system, which features Flash-

based video capture of 1080i/720p in multiple modes. The current maximum capacity of a 64GB Ikegami GFPak is 128 minutes (1080i).

Ikegami's HDK-79EX-III and HDK-727P HD camera systems (studio or portable) feature ⅔" AIT CCD sensors and capture both 1080i and 720p. The HDK-79EC has ⅔", 2.5-megapixel CMOS sensors that natively capture interlaced and progressive HD, including 720/120p slow motion. The HS model also does 1080/60p. Ikegami will also display the HDL-50 series of box cameras and the latest edition of Editcam HD, a tapeless HD camcorder.

I-MOVIX's SprintCam Live captures 720p and 1080i HD at astonishing frame rates up to 8,000 fps, with instant replay in SD and HD. SprintCam Live has real-time control of image quality settings, including gamma, knee and white and black balance. A new sensor offers increased dynamic range and image quality.

JVC will introduce the GY-HD200B, which can capture and record 720p at multiple frame rates; it can also output (live) 1080i at 50Hz and 60Hz via IEEE 1394. It comes with Focus Enhancements' HD100 dockable drive, which records up to seven hours of 720p. JVC's GY-HD250 will also output 1080i at 50Hz or 60Hz, but via HD-SDI. JVC plans to sell both enhanced models at the same price as their predecessors.

PANASONIC will showcase its AJ-HPX3000, a native 1080p one-piece camcorder. With three ⅔", high-density, 2.2-megapixel CCDs, the HPX3000 captures 35mm-quality images at full-raster 1920x1080 resolution using 4:2:2 10-bit sampling and the AVC-Intra codec. The HPX3000 achieves diverse cinematic looks with the aid of a 12-pole matrix color correction, advanced gamma settings and the VariCam-like Film-Rec mode. It has a sensitivity of f/10 at 1,000 lux in 1080i and can record with only .64 lux illumination (at +56dB gain).

AVC-Intra's efficiency makes it possible to double the storage capacity of P2 cards or to double the amount of data per frame for better video quality. This capability makes the HPX3000 ideal for episodic television, filmmaking and commercial production — wherever mastering quality is paramount. The HPX3000 can record 1080 in 24p, 25p, 30p, 50i and 60i. Using the AVC-Intra 50 codec, DVCPRO HD quality can be realized at 50Mb/s (vs. 100Mb/s), doubling a P2 card's capacity. With 16GB P2 cards in all five P2 slots, you can record 100 minutes of 1080p with AVC-Intra 100, 200 minutes of DVCPRO HD in AVC-Intra 50, or 800 minutes of DVCPRO 25. Double these capacities if using Panasonic's 32GB P2 cards. 64GB cards will be available later this year.

A more economical new Panasonic camcorder, the AG-HMC150, uses a more efficient compression codec: AVCHD, based on MPEG-4 AVC/H.264 high profile encoding. AVCHD is also twice as efficient as DVCPRO HD and doubles the HD capacity of each data card. The HMC150 comes with a 28mm Leica Dicomar wide-angle zoom with built-in optical image stabilization and records 1080i and 720p at 13Mb/s. A higher-bit-rate mode will be added in the future. The HMC150 also supports essentially the same HD formats as the AJ-HPX3000 (1080 60i/50i/30p/25p and 24p native, 720 60p/50p/30p/25p and 24p native) and is switchable between 50Hz and 59.94Hz standards.

The AG-HMC70 also uses the AVCHD codec — it's the first shoulder-mount camcorder to do so — and is geared for event videographers and others who need its versatility and the fast production workflow enabled by SD card recording. It's available for $2,500.

Panasonic's AW-HE100 ⅓"-CCD HD/SD camera features an integrated pan-tilt-zoom mechanism for applications requiring remote control. It supports 1080i, 720p and 480i formats and can simultaneously output clean HD and SD signals using 19-bit DSP.

Also new is the AK-HC1800 HD multipurpose camera with three 2.2-megapixel CCDs. It has high sensitivity, a S/N ratio of 60dB, 38-bit DSP, plus advanced functions including CineGamma curve, Dynamic Range Stretching and an "intelligent function" that auto-adjusts color temperatures and image settings.

POLECAM will introduce the 2-megapixel HD MiniZoom camera, a Flash XDR HD Xstream Flash video recorder and a Fishface submersible pan-and-tilt camera housing. The HD MiniZoom, by Camera Corps, includes a remote-controlled zoom lens. The pint-sized HD MiniZoom has a ⅓" CMOS sensor and captures 720p/1080i at 50/60Hz. It can be used in full auto mode, with controllable pan and tilt, while in the rubberized Fishface housing.

MiniZoom records to the Flash XDR HD Xstream solid-state data recorder, billed as "the world's first CompactFlash-based ultra-portable HD recorder," which records (in MXF) 164 minutes of 50Mb/s 4:2:2 MPEG-4 on four 16GB CompactFlash cards. 32GB cards are also available now ($180); 64GB cards are due soon. It also supports MPEG-2 4:2:2 at 100 and 160Mb/s, plus HDV via IEEE 1394.

RED DIGITAL CINEMA hopes to one-up last year's debut of Red One with a virtual information blackout on its second camera, dubbed the Scarlet. What is known is

ARRI D-20

Iconix HD-RH1

that Scarlet will be considerably smaller than the Red One — it's described as "pocket-sized" — and will cost considerably less. Also, unlike the Red One at NAB '07, the Scarlet will actually be for sale at NAB '08. The first 100 Red One buyers will have the option to be the first to buy the new camera. However, some may be more interested in first rounding out Red One's feature set with the latest software upgrades, a few more Red lenses, larger Flash drives, hard drives and the latest firmware upgrades in order to fulfill Red One's initial promise. The Red team has been busy over the last year working to make that dream a reality. "We are obsessed with advancing the digital format to higher levels and think that you may want to see our vision of the future, crafted from the feedback of many," says Red CEO Jim Jannard.

SILICON IMAGING and partner P+S Technik have added a suite of new features to the SI-2K digital cine camera, including a film camera-style optical viewfinder, OLED electronic viewfinder, stereo 3-D and multi-camera frame-accurate synchronization and recording. Also look for a Mini-Rig for ergonomic single-handed or shoulder-mount camera operation, a modular and upgradeable SI-2K enclosure, and integrated CineForm RAW QuickTime recording. Silicon will also feature a multi-camera controller for powering and synchronizing up to nine SI-2K cameras to create immersive videos for 360-degree-projection venues or for background plates for special effects at up to 18-megapixel resolution.

SONY will finally unveil its F35 2K/4K camera. It will be designed for use with 35mm PL-mount film lenses and will likely mimic the F23 physically. Its feature set might also be similar to the F23, though few details are available before the show.

Sony will show the PDW-700, the first camcorder in the XDCAM HD family to use ⅔" CCDs. The camera sports ⅔" Power HAD FX progressive CCDs with 1920x1080 resolution; it employs MPEG-2, 4:2:2P@HL compression at up to 50Mb/s and dual-layer optical recording with 4:2:2 color sampling for an enhanced recording capacity of 50GB per disc. It captures multiple formats in 1080i and 720p, and down-converts them to SD, or cross-converts from 1080i to 720p. Pool feeds are possible via SD/HD-SDI or composite inputs.

There will also be a companion half-rack recording deck, the PDW-HD1500. Its tilt-up front panel supports multiple I/Os: HD-SDI, SD-SDI, i.LINK (IEEE 1394) and Ethernet. The dual-layer discs will have a maximum capacity of 95 minutes and 150 minutes at 35Mb/s, or 200 minutes at 25Mb/s HD. It offers eight-channel, 24-bit audio recording with dual optical pickup for high-speed file transfers.

Sony will also showcase three new HDV camcorders: the HVR-1000, HVR-Z7U and HVR-S270U. The latter two have interchangeable Zeiss 12x HD lenses that can be swapped for any of a growing assortment of bayonet-mount ⅓" HD lenses, and for ½" or ⅔" lenses using adapters.

All three camcorders include high-resolution color viewfinders and use Sony's ⅓" ClearVid CMOS sensor system, enhanced by Exmor technology for high-res, low-noise imaging in light as low as 1.5 lux. This capability should enable capturing video comparable to that captured with the ½" PMW-EX1 camcorder. Both the HVR-Z7U and HVR-S270U offer 1080 24p and 30p native progressive recording but can also record 1080i HDV, plus DVCAM and DV. They can also down-convert to SD and output via i.LINK. The HVR-Z7U also has HDMI, while the HVR-S270U is available with SD/HD-SDI.

Both the HVR-Z7U and HVR-S270U can record to tape and Flash simultaneously with a new Flash recorder by Sony, which attaches to the back of the HVR-Z7U or the side of the HVR-S270U. The Flash unit auto-synchronizes with the camcorder's tape recording; it can capture the HDV 1080i, DVCAM or DV stream output from the camcorder and record HDV/DVCAM/DV files to a standard CompactFlash solid-state memory card. Two 16GB Flash cards can record up to 2.5 hours of HDV content.

THOMSON GRASS VALLEY will showcase the Infinity camcorder, which boasts three ⅔" Xensium CMOS imagers and multiformat support, including 720 50p/60p, 1080 50i/60i, 525/60i and 625/50i. Infinity records JPEG 2000, MPEG-2 and DV25 to standard CompactFlash, to REV PRO media and to external devices. Metadata, video and audio content are written in an MXF-based wrapper. Infinity has SD/HD-SDI and IT-based I/O, plus an HDMI viewfinder connector and Gigabit Ethernet connectivity.

VISION RESEARCH will introduce the Phantom V5.2 high-speed camera. At a full resolution of 1152x896, the Phantom is capable of capturing 1,000 pictures per second. This performance can be boosted to an astounding 148,000 fps, but at lower resolutions. Phantom features Extreme Dynamic Range for capturing details in hot spots that would blow out with conventional camera settings. DV

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LENS CRAFTERS

FEW NEW NAB ANNOUNCEMENTS, BUT PLENTY OF OPTIONS TO OGLE.

BY CARL MROZEK

This probably won't be a groundbreaking year for lenses at NAB. Lens leaders like Angenieux, Canon and Fujinon already have a healthy variety of HD lenses in their catalogs. They have a decent variety of cine-style lenses for digital cinema cameras, too, as do Zeiss and Cooke. So what's left to do? If Canon is any indication, not much.

Lensbaby 3G selective focus lens

CANON sources could only confirm one new broadcast-grade HD lens at NAB 08: a 27x box lens to complete the line of ⅔" HD studio lenses. It's a bit longer and a bit wider than existing ones. According to Canon's Gordon Tubbs, "We have a greater variety of HD lenses than SD lenses. Our big challenge now is finding enough high-quality glass to fill our back orders. We've all taken lots of orders during the past year, and it's put a squeeze on the supply of premium glass."

FUJINON would not confirm lenses being introduced at NAB '08, but, unofficially, the word is that they'll have some lower-cost HD optics to show, presumably to compete with Canon's HDgc lens line. Fujinon currently has no equivalent HD lens line.

ANGENIEUX will also have bargains at NAB. The company will offer a multi-purpose 19x7.3 HD lens, as well as an SD version. It will show two versions of a 26x7.8mm lens — one for news and another for sports. Angenieux will introduce a more-affordable "Digital Cine" line, which is modeled on their high-end Optimo series. First up is the 30-80mm f/2.8 PL-mount Optimo Rouge.

Perhaps the most novel lens to be introduced at NAB this year is the HD Scope, a snorkel lens by **ABEL CINE TECH** and Wolfgang Roessel of CPT. HD Scope is described as the first borescope/snorkel lens system with a ⅔" B4 mount. It's optimized for use with higher-end HD cameras such as Sony's F23 and F900R and Panasonic's VariCam and HPX3000. It includes 360-degree image rotation/panning.

The availability of the Red One camera from Red Digital Cinema and perhaps Silicon Imaging's comparably

"I can get the same great moves where I would normally need something much more substantial. This jib is easy to setup and simple to relocate."

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Left: Schneider/Century Optics' kit for the Sony PMW-EX1. Right: Abel Cine Tech's HD Scope.

priced SI-2K has spurred activity among cine lens makers. **COOKE OPTICS** will demonstrate its Red Set, comprising four primes from 15mm to 100mm, plus a zoom lens. The set of these high-end lenses will cost you nearly $100,000. **BAND PRO** will show four additional Zeiss cine lenses: 52mm and 135mm primes and 6-24mm and 17-112mm zoom lenses.

It will be interesting to see how many primes and zoom lenses Red brings to NAB '08.

Both Canon and Fujinon will have a limited selection of ⅓" standard and wide-angle zoom lenses for camcorders with interchangeable lenses. With Sony offering interchangeable lenses on some of its ⅓" camcorders, the selection of ⅓" lenses and accessories can be expected to grow. A prime example is DV Probe by **INNOVISION OPTICS**. This tubular lens intended for exploring small spaces expands the toolkit for HDV production. The same is true of .7x wide-angle and 1.5x teleextenders for use with Canon, JVC, Panasonic and Sony ⅓" camcorders. **SCHNEIDER/CENTURY OPTICS** will feature 6x and .75x wide-angle, 1.6x telephoto and fisheye converters for ⅓" camcorders, and possibly ½" as well for Sony's EX1. **DV**

Cooke's new Red Set.

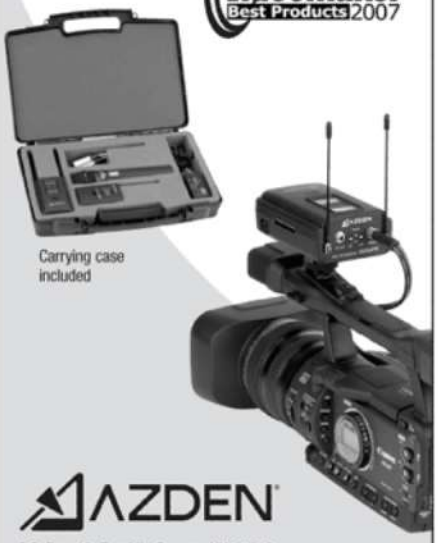
THE NEW 320 DUAL-CHANNEL WIRELESS MICROPHONE

The new 320UPR discrete dual-channel UHF receiver is smaller and lighter than all previous units. It has 240 user-selectable frequencies for each channel, stereo output, digital LCD displays with multi-function readout, and separate Power On/Off switches for each channel. It operates on just 2 "AA" batteries and has a unique dual-function DC jack. Optional NiMH batteries can be recharged while in the 320UPR, or the receiver can be powered from an external, optional power supply.

Additionally, the 320UPR comes with both dual-plug XLR and a stereo mini-plug output cable, removable shoe-mount, and flexible high-gain antennas.

Available initially in systems with 2 bodypacks (320ULT system), or 1 bodypack and 1 plug-in transmitter (320ULX system).

Videomaker Best Products 2007



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CUTTING CREWS

WHILE TWO BIG NLE PLAYERS HAVE BOWED OUT OF NAB, THERE ARE STILL PLENTY OF OTHER NEW EDITING OPTIONS.

BY OLIVER PETERS

The biggest news leading into the NAB Show is about who is *not* going to have a booth. Two anchor vendors — Apple and Avid — decided that their money would be better spent in ways other than fronting a huge booth at the Las Vegas Convention Center. Apple has already targeted alternate ways to get the Pro Apps message out, such as hosting large training events in Los Angeles for the Motion Picture Editors Guild. You can expect to see Avid expand its reach through regional road shows during the coming year. Both companies are mum for now and promise to start letting out the marketing message in the weeks leading up to NAB. Although neither will have a booth, that doesn't mean they won't have a presence, like presentations at user events such as the LAFCPUG SuperMeet. The scuttlebutt is that Avid will have various demos at the Renaissance Hotel adjacent to the South Hall. So don't cancel your reservations — there's still be plenty to see in Vegas.

Thomson Grass Valley Edius

For the second year in a row, **AVID** comes to town with a new executive team, led by a new CEO and a new video division head. The past year and a half has been spent fixing bugs and making the core products rock solid. New versions of Media Composer, Symphony and others are in beta testing, so the general expectation is that Avid will announce some new features and thin out the lower-end products. Even a new hardware option is being rumored. Anticipated features include Apple OS X 10.5 (Leopard) and Microsoft Vista support and new XML import and export functionality. One big announcement made in February is that SMPTE has ratified the VC-3 codec, which is based on Avid's DNxHD compressed HD video codec. There are more than 30 Avid partners that have licensed DNxHD, so all of their products, along with Avid DNxHD media, will be interoperable with VC-3.

APPLE hasn't let much leak out about possible alternative exposure, but it's a fair guess that you'll see a lot of Final Cut Pro workstations around the floor, especially in places like Red Digital Cinema's booth. One of the big disappointments last year was that Apple missed the target date to release Final Cut Server. It appears to have been a casualty of Leopard development and was held back in order to make sure the final version of the product was truly trouble-free. Apple has since held various Final Cut Server presentations at shows such as last fall's Government Video Expo, so I expect to see an announcement that Final Cut Server is shipping at last. I don't really expect a major change in Final Cut Studio, since that happened last year, but true native editing support of Red One media is anticipated by many customers.

If you're looking for the traditional booth from a high-end NLE supplier, then look no further than Autodesk Media

Quantel's Pablo 3D

Matrox Axio

and Entertainment and Quantel. Both will be in full force showing outstanding product developments. **AUTODESK**'s Smoke and Flame 2008 products sport a new, unified user interface, all running on PC platforms and using OEM'ed AJA cards for I/O. Gone are the venerable SGI workstations, replaced by HP and Linux. Look for lower cost, more robust networking for concurrent workflows and less dependence on proprietary Stone storage. Although IBC is traditionally the show at which Autodesk makes major announcements, it is expected that this year some major releases will be announced months earlier at NAB. The scheduled cutoff of analog television transmission in 2009 is expected to drive more HD equipment purchases this year. Autodesk feels that its cutting-edge product line will be of interest to broadcasters seeking more reliable alternatives to desktop post solutions for deadline-sensitive HD content delivery.

QUANTEL will be out in force at NAB with several new products and firsts. This list includes Pablo Neo — for improved tactile control of color correction — and stereoscopic 3-D post solutions. Genetic Engineering, Quantel's open solution for team-based post and DI, will offer more tools and capabilities. Also new for NAB is Final Cut Pro integration for a smooth transition from rough cut to mastering. Quantel's broadcast product line will include new options on Newsbox HD and Enterprise sQ, as well as Dino — a shared solution for long-distance post. In addition, Quantel will be promoting its professional services and has made a point of telling the media that they view NAB as a world showcase and are there because their customers want them to be there.

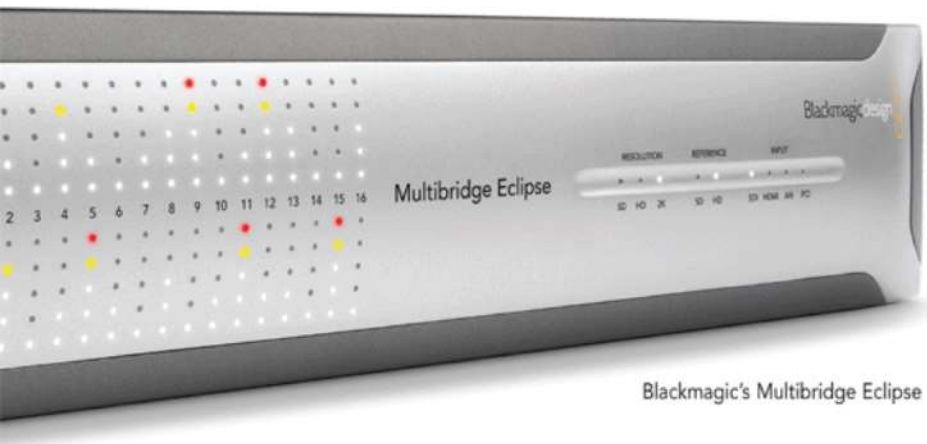
It has been a year since **ADOBE** rolled out Creative Suite 3, which heralded its return to the Mac with video editing products. Adobe will be back with

MOTU's V3HD supports Premiere Pro.

their lineup of products, including Premiere Pro, Encore, Soundbooth, After Effects and all the rest. Now that Toshiba has pulled the plug on the HD-DVD format, Adobe is left in a pretty good position, since Encore is one of the few affordable desktop DV authoring tools able to create Blu-ray high-definition DVD titles.

This should be an exciting year for hardware support to enhance Premiere Pro on both the PC and Mac, with solutions available from Matrox, Blackmagic Design and AJA. Also big will be Adobe's announcement of Adobe Media Player, an application designed to aggregate and play your favorite Internet TV offerings — whether online or offline. It's a cross-platform application designed to play back streamed or downloaded FLV or MPEG-4 video content. The design enables a viewing experience more like channel surfing than any other Internet TV scheme, and Adobe Media Player supports advertising and graphic branding. Official launch dates will be announced just before NAB.

An interesting development in post is that DI solutions have become mainstream products. Systems from da Vinci,



Blackmagic's Multibridge Eclipse

Adobe Premiere Pro GUI.

Filmlight and Digital Vision are on the must-see list for many facility owners. This is no more evident than with **ASSIMILATE**, which will be present in the Red Digital Cinema booth and will host private demos at the Renaissance. Scratch is designed for film-based DI, but Assimilate has also developed software and products for Red's native .R3D media files. One of these products is the Scratch Red PrePost system, a bundle built on hardware partner Maxvision's MaxCube and configured with modules optimized for RedCode files. Scratch is currently unique in its ability to natively read and manipulate .R3D files at 1K, 2K and 4K resolutions. Users can access the full conform and DI-style color grading capabilities of the software just as if the images were DPX or Cineon. After finishing a conform or color grading session, Scratch can then perform a real-time video output up to Dual Link 2K-RGB at 2048x1080.

The editing application that is probably the best in handling a large number of different formats and codecs is **THOMSON GRASS VALLEY**'s Edius. This year, the company will roll out the software-based Edius Neo. Its hallmark is real-time mixed-format HD/SD editing, including DV, HDV, AVCHD, MPEG-2, Windows Media and QuickTime. Edius Neo will also convert different frame rates (60i, 50i, 24p) and different resolutions, such as 1440x1080, 1280x720 and 720x480. The software is designed to run on any Windows workstation or laptop and can input/output video from any OHCI-FireWire-compatible hardware.

Assimilate Scratch GUI.

Another strong software-only NLE is Vegas. At IBC 2007, **SONY CREATIVE SOFTWARE** launched Vegas Pro 8, which includes features for multi-camera editing, support for tapeless workflows, a new ProType titler and enhanced scripting capabilities. At last year's NAB, Sony Creative Software announced it was developing a 64-bit version of Vegas Pro software to address the greater computing power requirements of HD workflows. This year, the company will demonstrate the 64-bit version of Vegas Pro at a user event to be held at the LVCC the evening of Monday, April 14. As yet, no shipping date has been announced.

Let's not forget **MEDIA 100** as the longtime NLE competitor on the Mac. The company is still around, under the Boris FX umbrella, and offers a strong alternative to FCP, Avid and Premiere Pro CS3 for Mac users. Boris FX has continued the R&D, keeping up with Apple's hardware and OS changes to finally bring the software to a point where new features can be added. They offer software-only and hardware/software solutions including Media 100 SDe, HDe and HD Suite, which include OEM capture cards from AJA. Media 100 has always been QuickTime-based and allows a wide range of codecs and file formats to be mixed on the timeline. It's now in version 12, which added P2, progressive format and VTR-mode XDCAM support. This version also starts to reap the benefits of Boris FX and Media 100 synergy. Boris FX's clip effects and transitions can be applied and saved as favorites within the Media 100 interface. Effects can be processed in 16-bit-per-channel color space for maximum quality and color accuracy.

AJA, Blackmagic Design and Matrox return as the go-to companies for third-party hardware support among software-based NLEs. **AJA** made a big

The back side of a Matrox MXO.

splash last year with Io HD, a standalone I/O product that embedded the Apple ProRes codec into the hardware, permitting even laptop users to capture and output HD content with Final Cut Pro. This solution shipped late in the year, so this NAB will be the first time many editors can get a better look at how it works.

BLACKMAGIC DESIGN will once again show its wide selection of capture cards, including the flagship products Multibridge Pro and Multibridge Eclipse. Each uses a small, L-shaped connector card that plugs into a 4-lane PCI Express slot and works as a solution for Apple Final Cut Pro, as well as Adobe Premiere Pro on both Windows and Mac. Since the connection requires such a minimal installation, I have to wonder whether Blackmagic Design will introduce a laptop-oriented sibling to compete with AJA's Io HD.

MATROX will showcase solutions for Adobe CS3 Production Premium and Apple Final Cut Studio. The Matrox Axio platforms are designed for the highest SD and HD real-time performance for editors working on Premiere Pro CS3 (Windows only). Matrox RT.X2 is designed for real-time HDV, P2 MXF and DV editing. Matrox's Mac product, MXO, is designed for mastering-quality SD and HD video output from a laptop and is ideal for Apple Final Cut Pro or Adobe Premiere Pro CS3 (Mac) editors who don't need a capture device. Matrox announced the release of MXO 2.1.1 software, which adds support for the latest MacBook Pro laptops with nVidia graphics cards.

Another new product of major interest is **MOTU**'s V3HD, which was announced around NAB 2007 but didn't ship until late in the year. The V3HD is designed as a competitor to AJA's Io HD. Instead of ProRes, however, it uses DVCPRO HD as the embedded video codec. Although ProRes is of superior quality, many have now discovered that it works only on the latest Macs. Since DVCPRO HD has proved to be acceptable for HD delivery, the V3HD is an excellent alternative to editors with older Power Mac G5s, for example. In addition, V3HD is compatible with Final Cut Pro and Premiere Pro CS3 on the PC. MOTU's track record as an audio company is undeniable. As one would expect, their V3HD has the most comprehensive audio section of any video capture product on the market today. DV

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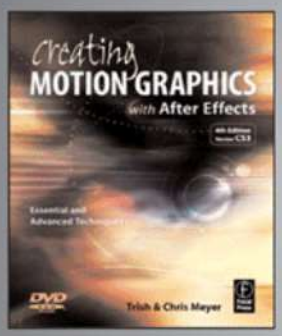

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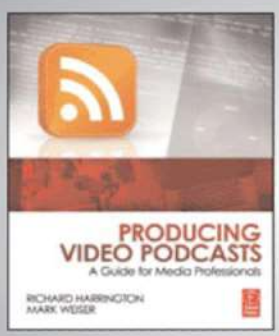

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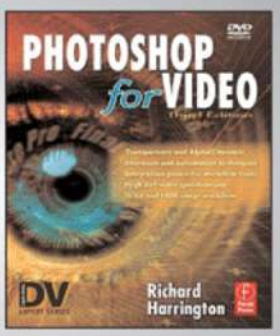

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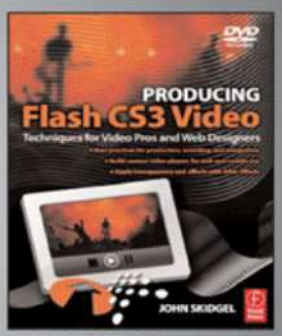

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HIGH-KEY DEVELOPMENTS

LIGHTING IS ALWAYS A BRIGHT SPOT AT NAB.

Ikan's SL100 fluorscent soft box

BY DAVID E. WILLIAMS

While most NAB attendees will budget plenty of time on the floor to check out the latest HD cameras, the more savvy of the bunch will spend a comparable amount of their much-sought-after attention span on the latest lighting gear. While spec sheets are helpful, nothing can really give you the feel for a new — or long-drooled-over — luminaire quite like an in-person experience. And isn't that what trade shows are all about?

While **ARRI** introduced the Arrimax 18/12 and MaxMover automated stirrup at NAB last year, some of their latest products include the ARRI X Ceramic 250 and ARRI Studio Ceramic 250 fixtures, which are designed, respectively, for location or studio use.

ARRI X Ceramic 250

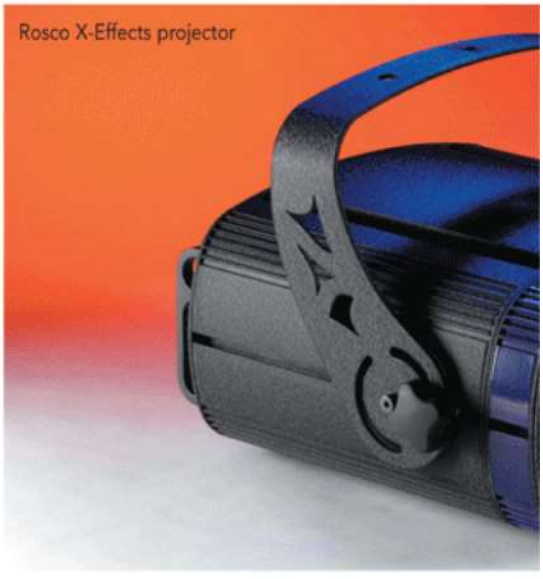
Both ceramic fixtures use the Philips ST 250 HR discharge lamp, which produces 3200°K tungsten-equivalent light with an expected lamp life of 4,000 hours. (The new lamp from Philips provides almost the same light output as a 1K halogen lamp, but with a quarter of the power consumption.) For added versatility, the integrated flicker-free ballasts allow one to swap that lamp out for an MSR 250 HR — offering you the choice of a daylight or tungsten source. Upgrades for all ARRI kits include redesigned cases, which offer wheels and extra internal padding protection for your investment.

BALCAR has made a name for itself with innovative fluorescent lighting options including Monolite, a dimmable, compact strip light designed for ENG setups and low-ceiling studios.

The French company recently debuted an "intelligent" option for its Fluxlite fixtures (including the Duolite, Quadlite and Octalight models): the Fluxlite "i" series, which is designed to control a full DMX studio lighting set from a computer connected to an Ethernet network using proprietary software supplied with the "i" fixture. This makes the "i" lamps controllable through an Ethernet network from a virtual DMX console and linkable to other fixtures via a DMX protocol. To achieve this, only one "i" fixture is needed per studio.

Throwing their hat into an already crowded "ring," Balcar also announced a 40-watt Roundy camera-mounted ring light, which is fully dimmable without any change in color temperature.

BRON KOBOLD introduced the DW 200 all-weather HMI at NAB last year, which surprised some users with its versatility and punch. The company subsequently introduced an adapter for use with the ETC Source Four Jr. Zoom. This adapter unit utilizes three custom components to create an even, controllable daylight source: an adapter plate that attaches to the Jr. Zoom; a ceramic socket extension that allows the use of a 200-watt HMI SE lamp, placing it in the optimal position for the Jr. Zoom's reflector; and a focus mechanism in the DW 200 lamp base, allowing one to further control the fixture's output. This daylight option for the Source Four Jr. Zoom offers two-thirds more light output than one would get



Rosco X-Effects projector

Sachtler Reporter 8

with a standard 575W tungsten lamp and consumes one-third of the power. Pretty smart.

Bron Kobold's introduction of the DW 200 also made possible the Sub 50 200W/400W, all-weather HMI kit, which weighs less than 50 lbs. (By keeping the kit under that weight, airline company "overweight" fees will not apply.) Available in three configurations, each Sub 50 features the DW 200 and DWO 400 open-face HMI systems, including the fixtures, ballasts, cables, lamps, barndoors and case.

DE SISTI LIGHTING has made solid inroads into the fluorescent lighting market, most notably with the compact, dimmable De Lux fixtures (featuring two, four or six 55-watt lamps).

Adding to this are the Tintoretto 4x36W and 4x58W color-changing fluorescent fixtures, which offer multiple functionalities in color design, color changing, mixing or cross-fading between daylight- and tungsten-balanced lighting, and blue or green backlit chroma key work. The Tintoretto fixtures are DMX-controlled and feature in and out connections to permit power and control daisy chain of adjacent units.

If the Tintoretto is used as a backlight source, its four separately controllable T8 fluorescent tubes — colored white, blue, red and green — allow a virtually unlimited combination of colors. Compared to a conventional front-lit tungsten cyclorama lighting system, the Tintoretto offers an energy saving of almost 80 percent, exact control of the color spectrum and an extremely even distribution of light — without the hassle of changing gels or lamps.

As the popularity of LED lighting has expanded, so has **ELEMENT LABS** (opening new home offices in Austin), which demonstrated its Kelvin line of fixtures at this past year's Lighting Dimensions show. The Kelvin lighting system provides unlimited variable color temperature, maintaining a color-rendering index between 2200°K and 6500°K, resulting in extremely high-quality light. The color temperature remains consistent throughout the full range of intensity variation.

The Kelvin TILE is a professional lighting unit developed to adapt to the dynamic requirements of film and video shoots. Users can connect several TILEs (each measuring 300mmx300mm) to build a single large softlight source. These LED-based fixtures operate with a fraction of the power required by traditional professional lighting and with little to no heat emission.

Element's Kelvin line fixtures also include the Brick (measuring 6"x1.5"x2"), the Stack (6.25"x 6.5" x 6") and the Stick (18.25"x2"x4.5"). Each is programmable using DMX or infrared remote control.

It was announced last summer that Element Labs had struck a strategic partnership with **KINO FLO**, the now-venerable firm whose brand name is nearly synonymous with fluorescent lighting.

Kino's most recent releases include the redesigned BarFly 100 (one-tube) and 200 (two-tube) fixtures. Brighter, smaller and lighter, these next-gen BarFlys reportedly deliver more lumens per square inch than any other full-spectrum fluorescent source on the market. Compact and controllable, the slimmer and trimmer BarFly 100 (measuring just 2"x5.5"x15") can squeeze into tight spots for difficult shots. The BarFly 200 is just another 3.5" wider. Accessories include several mounting options, honeycomb louvers and a dedicated snoot.

Kino Flo has also expanded its line of full-spectrum fluorescent lamps to address the growing demand for high-color-rendering lighting in energy-con-

Lowel's Rifa, set up with fluorescent bulbs.

Balcar Fluxlight

serving T8 commercial and residential fixtures. The company's T8 tubes deliver the same broad color spectrum that has become the mainstay for the motion picture and photographic industries. Corporate teleconferencing or simple video chatting at your computer will benefit from the natural light quality not found in off-the-shelf fluorescents. These T8 lamps are available in daylight and tungsten, and come in 4-foot lengths. The KF32 model is a warm tone lamp designed to match incandescent light. The KF55 model is designed to match daylight.

A leader in the LED lighting arena, **LITEPANELS** arrives at NAB with possibly one of the lightest and least expensive pro units currently available: the LP-1 Micro.

Designed as a camera-mounted fixture and running on four AA batteries, the 5600°K LP-1 measures just 3.3"x3.3"x1.5" and features an integrated on/off dimmer switch, providing instant dimming from 100 percent to 0 percent with minimal color shift. The output is soft, directional, flicker-free and heat-free. A flip-down filter holder for the included color and diffusion gels offers additional control.

Ikan's Brifocus 650

NAB '07 saw the introduction of **LOWEL-LIGHT**'s Rifa eXchange System (Rifa eX), a set of four updated Rifas that replaced the older models while greatly expanding their versatility. Each new model of Rifa comes with a standard lamphead that uses the same Rifa lamps as always. The twist, literally, is that the lampheads can quickly swap for accessory heads. The lampheads take screw-threaded daylight fluorescent lamps, single or in cluster, as well as lower-wattage and lower-voltage tungsten-halogen and incandescent lamps. It will be interesting to see if Lowel can top this great release, which has gained a lot of fans among the indie video set, especially on-the-go documentary makers.

MOLE-RICHARDSON's latest additions to its wide-ranging lighting lineup include the 2.5/4K HMI DayLite PAR and 1.2K DayLite PAR. Both feature the company's renowned ruggedness and a compact design. The 2.5/4K has a line of accessories including a four-leaf barndoor with a built-in spill guard and a set of diffusion lenses that can be rotated 360 degrees while mounted. The 1.2K PAR was designed with ENG/EFP use in mind. The solid-cast aluminum construction features improved ventilation and cooling and eliminates unwanted spill light. The parabolic reflector provides 96 square inches of reflective surface. Contained in a low-profile trough, the electronics have been isolated from the main housing and feature a swing-out trap door for easy access to the igniter and safety switch.

ROSCO returns with its LitePad lineup — a specialized softlight solution that can be used in tight spaces or easily built into scenery — along with a few other new items. The company's X-Effects projector has undergone an engineering overhaul to drastically increase both its durability and lifespan in 24/7 operating environments. Addressing both moving parts and optical components, engineers have retooled guides, idlers, drive assemblies and motors, and even tweaked the lamp and power supply of the previous X-Effects. The result is the X24 X-Effects.

ZYLIGHT made quite an impression last year with the Z50 and Z90 compact, "intelligent" LED fixtures for film and video production. The units are palm-sized and switchable between tungsten and daylight output. The Z90 has a dial allowing the user to adjust the color temperature without using gel or filters. There is also a selector to pick a color matching any filter in Lee's inventory.

ARRI Studio Ceramic 250

The Z90 is camera- or stand-mountable and may be powered by a battery, the camera battery or an AC adapter. Units may be linked wirelessly via the ZyLink. When linked, all are controlled from a single unit. There is no master-slave relationship; whichever unit is at hand will control the others. An optional adapter snaps on the front of the fixture, allowing the use of any standard 3" accessory, such as barndoors or a softbox.

Last September, Zylight announced a partnership with Lamina, a maker of high-power LED light engines. They collaborated by integrating Lamina's Titan LED, a high-output LED light engine, into the Z50 and Z90 units. One hopes this relationship will result in something new (and equally impressive) this year. DV

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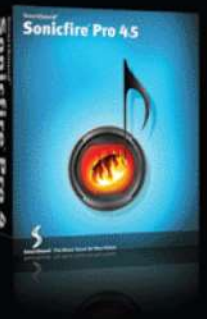


SAVING GRACES

STORAGE AND ASSET MANAGEMENT ARE UN-SEXY YET ABSOLUTELY ESSENTIAL.

BY OLIVER PETERS

For a company without an NAB Show booth, **APPLE**'s late-February storage announcements are likely to dominate the discussion of many attendees. Apple quietly dropped Xserve RAID storage arrays from its online store, replaced by a new array from Promise Technology. The Apple Xserve RAID was a breakthrough product when introduced, but it had not kept up in price and performance with other options on the market. Apple has chosen to endorse the Promise VTrak E-Class RAID to complement its video editing and shared storage environments. Each VTrak RAID subsystem configured for the Mac supports up to 16 integrated 3.5" SAS or SATA drives, 4Gb Fibre Channel connections to the host, and RAID 5 and RAID 6 data protection.

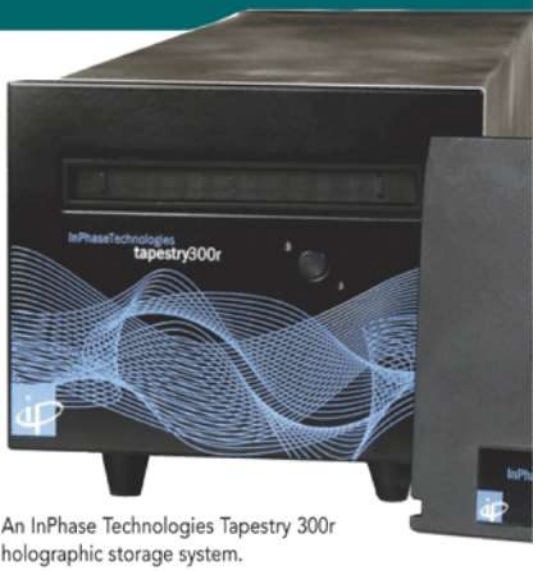
The bigger news is Apple's introduction of Xsan 2, its newest control software for a storage area network. Xsan 2 sports redesigned administrative tools — to make it easier to set up a SAN — and a new feature called MultiSAN that gives users access to multiple SAN volumes from a single workstation. Of course, this feature will be fully integrated with Mac OS X 10.5 (Leopard) and takes advantage of such core features as Spotlight, so users can search across multiple SAN volumes.

Convergent Design Flash XDR

I think the elephant in the room for Apple is Final Cut Server. This application is an outgrowth of the acquisition of technology from Proximity Group and is based on their Artbox application. It was introduced last NAB for release later in the year but was held back — most likely a victim of Leopard development. All signs point to an impending release of Final Cut Server at or near NAB. Apple showed it in various trade show presentations toward the end of 2007, and the app is currently in beta testing at broadcast installations and with motion picture editors including Joel and Ethan Coen.

To refresh your memory, Final Cut Server is an asset management application that promises the ability to track about 100 different file types, offers sophisticated workflow automation and integrates with Final Cut Studio. For example, media captured with Final Cut Pro can be converted to proxies in the background. These files can be searched, viewed and compiled by a producer on a network using just the Final Cut Server interface. Those selects can then be dragged and dropped by the editor directly into Final Cut Pro, which will be able to link to the high-resolution files for editing and output. As one might expect, Final Cut Server, together with Xsan 2, is Apple's counter to Avid's Interplay and Unity.

Asset management promises to be big this year with many new players. For example, **GRIDIRON SOFTWARE** should attract a lot of attention with Flow. It was first shown at this year's MacWorld in San Francisco and picked up many writers' Best of Show nods. GridIron has been known as the company that enables distributed rendering for After Effects installations, so Flow should fit right in to make the life of designers easier — or at least



An InPhase Technologies Tapestry 300r holographic storage system.

Ciprico MediaVault 5108

Promise Technology VTrak E-Class RAID

more organized. Flow uses a sophisticated system to automatically track workflows by recording all Import/Export, Save/Save As and Copy/Paste actions in a project. It understands the file formats for virtually all creative professional applications, including those from Apple and Adobe, and maintains the relationships between stills, movies, sound clips, fonts, plug-ins and color swatches on all local, network and removable storage devices. Using Real-Time Asset Tracking technology, Flow automatically builds Workflow Maps for every project. A Workflow Map shows the files used in the workflow and how they are connected to one another. Workflow Maps display all related application project files, media assets and internal structures, such as comps and layers.

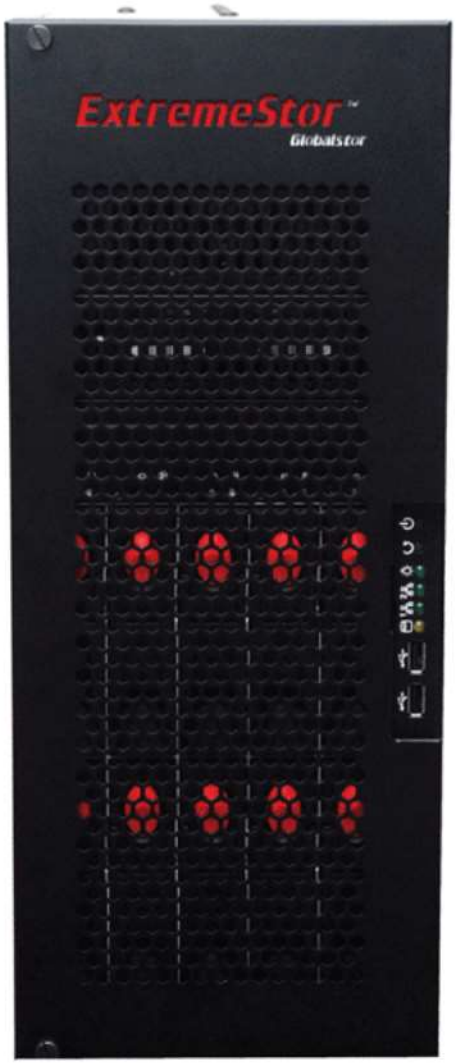
One company you might not expect to see in asset management is **FOCUS ENHANCEMENTS**, creator of the FireStore dockable hard drive recorder. Focus Enhancements also manufacturers the ProxSys Media Server, an integrated hardware and software solution. Last NAB, Focus introduced an entry-level product targeted at the typical FireStore customer with fewer than 25 users. This offering was augmented with the Enterprise Edition for configurations with 25 or more users. In a typical operation, media is copied from a FireStore unit to local-attached storage. ProxSys software monitors this transfer and automatically uploads in the background to the network. In doing so, it also creates 320x240 MPEG-4 proxies and embeds native metadata. At NAB 2008, Focus Enhancements will introduce more metadata capabilities, with the intent of preserving information from the NLE. In part, this includes the implementation of Apple's FCP XML interchange format.

Speaking of FireStore, Focus Enhancements will introduce FS-5, the newest member of its direct-to-edit product line. The FS-5 records metadata, such as logging fields, appropriate to the NLE to be used. It comes in a physically smaller package, relying on new drive technology for lower power consumption. The FS-5 will add support for MXF wrappers with HDV content and native Avid file formats, as well as a new color LCD, scroll wheel and features like retro-record and time lapse. Focus has also announced HD File Converter Pro, a Windows-based application for conversion between DVCPRO HD, DVCPRO 50 and DVCPRO/DV P2 file types and nonlinear editing file formats including QuickTime, AVI Type 2 and MXF.

CONVERGENT DESIGN is getting ready to give Focus a little competition with the introduction of its own Flash XDR ultra-portable HD recorder. It takes in HD-SDI video and records MPEG-2 compressed video (using a Sony codec) at 18, 19.7, 25 or 35Mb/s 4:2:0, or 50, 100 or 160Mb/s 4:2:2. This unit will use 32GB Compact Flash cards. Four cards will provide 284 minutes of recording time at 50Mb/s.

There's also plenty to see in the world of local and networked storage. If you're in the market to install a robust shared storage environment, then the big contenders are Facilis Technology, EditShare and Studio Network Solutions. Each offers popular solutions for Avid, Apple and/or Adobe editors. **FACILIS TECHNOLOGY** is updating its TerraBlock units to use the new 1TB drives. The 1TB drives mark the largest capacity available today within a postproduction environment. Other TerraBlock advances include support for iSCSI Ethernet connectivity and the new 24EX model for easier expansion of server capacity.

EDITSHARE will be demonstrating its unique Avid and Apple Final Cut Pro project sharing capabilities. Although plenty of companies offer networking solutions to access shared media files, EditShare is the only company to also offer editorial project sharing in a proprietary workflow similar to Avid Unity MediaNet. Another



GlobalStor ExtremeStor

Facilis Technology TerraBlock 24EX

unique EditShare product to check out is EditShare Field — the only shared storage device that I know of specifically geared for film or TV location production. Three editors can be plugged directly into it over Gig-E, and its cube shape ideally fits into airline overhead compartments. EditShare plans to introduce two dedicated archiving solutions: a less expensive, commodity server with storage that would be designed strictly for nearline archiving, as well as a higher-performance server that could be turned into a full-fledged EditShare system by purchasing a dongle upgrade.

STUDIO NETWORK SOLUTIONS will showcase the newest extension to its product family, the Ellipse Enterprise Fibre Channel HBA for Mac OS X. According to SNS, the Ellipse Enterprise Fibre Channel HBA (host bus adapter) delivers an industry breakthrough: the ability for Mac servers and workstations to reliably use the high-availability multipathing features in enterprise-class storage systems from IBM, EMC, LSI, Sun and others.

Along with Ellipse Enterprise, SNS will be showcasing Evo, a shared storage solution that includes 10Gb iSCSI SAN and NAS, multiple 4Gb Fibre Channel and the ability to bridge existing storage all in one box. There will also be demonstrations of the Postmap Operating Environment, the company's established search and asset management software for creative workgroups that has complete integration with SANmp (Studio Network Solutions' SAN management software).

Local storage options are no less important for high-performance edit stations. **CIPRICO**'s MediaVault 5100 is the first storage solution in the digital media technology industry to utilize PCIe, delivering four times the data rate of 4Gb Fibre Channel solutions. The MediaVault 5116 (16-drive enclosure) is able to utilize the latest SAS disk drives and has been demonstrated in the lab to offer 1.4GB/s streaming performance, making it one of the first products to support two 2K video streams simultaneously.

Additional high-performance storage options include the 1st Design IntelliRaid units offered by **1 BEYOND**. These arrays come in a variety of SCSI and Fibre Channel configurations in sizes up to 12TB. 1 Beyond is an experienced systems integrator also known for its high-performance workstations and laptops, so be sure to check out the HD OctoFlex (an eight-processor pro video workstation) and the GoFlex317 HD, the industry's first laptop capable of hardware RAID 5 protection with high-definition-level performance.

One company that has always bridged the gap between VTR and server is **DOREMI LABS**. Though Doremi's products can be found in many broadcast operations, they are especially favored in audio postproduction, mix-to-picture environments. Two of the new products for NAB are the NuggetPost HD video player and the V1-HD-2K High-Definition Video Server. The NuggetPost player is a standalone Sony 9-pin-compatible device that provides variable speed and frame-accurate playback of HD or SD video, including jog and shuttle capability. It features visual cue for use in ADR, Foley and mix stages and can be used in video post as a VTR replacement device that provides comprehensive file playback support and instant access. The V1-HD-2K features Dual Link HD-SDI and synchronized two-channel playback for 3-D, video-plus-key and super-widescreen applications. It records and plays SD and HD-SDI video and features high-quality JPEG 2000 video compression. The unit includes hot-swappable drives providing up to six hours of storage. DV

A Codex Digital Portable field recorder

("Cheat Sheet" continued from page 18.)

New This Year: Recently purchased by Fabrik, Inc., G-Tech unveiled their new 1TB G-RAID mini with RAID 0. Featuring FireWire 800, it easily supports simultaneous playback of multiple layers of video in Final Cut Pro, Premiere or Xpress Pro.

GRIDIRON SOFTWARE

www.gridironsoftware.com

BOOTH SL6220

NAB '07 Highlights: Nucleo Pro 2, the workflow tool for Adobe After Effects CS3 and 7.0 that allows you to simultaneously render and work.

New This Year: Flow, a revolutionary approach to digital content creation that dramatically simplifies the development process for creative professionals working on graphic design, Web and video projects.

Enticements: Get 20% off Nucleo Pro 2 during NAB.

Events: Showcasing Flow at the IMUG Media Motion Ball (Monday, April 14) and the LAFCPUG SuperMeet (Wednesday, April 16, at the MGM Grand Hotel & Casino, 6:30-10:30 p.m.).

Rumor Mill: Public beta testing and pricing for Flow to be announced.

ICONIX VIDEO

www.iconixvideo.com

BOOTH SUB6426

NAB '07 Highlights: Iconix demonstrated the HD-RH1F camera system with Remote Control Panel (RCP) and digital I/O package.

New This Year: Iconix will showcase the latest generation of the HD-RH1F camera system, which has most recently been used on Discovery Channel's *Dirty Jobs* and the NBC Universal TV movie *Knight Rider,* as well as the Grammy and Academy Award network telecasts.

Rumor Mill: Inevitable for such a small camera, Iconix goes 3-D.

Four setups possible with Sachtler SOOM.

IKAN

www.ikancorp.com

BOOTH SL6820

NAB '07 Highlights: Ikan impressed with their lightweight, low-priced, camera-mountable monitors.

New This Year: Their new multi-screen metal rack units — the RM-425 (with four 2.5" 480x234 LCD panels) and V7000 (two 7"

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Marshall
V-LCD84SB-AFHD
Marshall Electronics
Tel.: 800-800-6608 / Fax: 310-333-0688
NAB 2008
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LCDracks.com

1440x234 LCD panels) and V800 (two 8" 1024x768 screens) — are all fully tiltable, offer composite input and are NTSC/PAL compatible. The unique CameraCradle is a soft support bag designed to comfortably hold and stabilize your professional video camera for extended periods of time, and includes a shoulder-mount sling. Also on tap will be its line of lightweight fluorescent lighting fixtures.

IMAGICA TECHNOLOGIES

www.imagica-technologies.com
BOOTH SL9227

NAB '07 Highlights: Announced the availability of its Imager HSR Film Recorder after completion of beta testing at LaserPacific in Hollywood.

New This Year: Latest advancements to its Primatte Chroma key software. The new plug-in package Ougi for Autodesk Inferno, Flame, Flint, Fire, Smoke platforms. Ougi includes various filtering functions, including Video Signal Legalizer, Wrinkle Diminisher, Mach-Band Suppressor, Video Noise Detector and Edge Preserving Smoother. Announced at IBC was their pin-registered IMAGER HSX-8K Film Scanner, which features target scanning speeds for 35mm 4-perf film of four frames of 4K each second, or eight frames per second at 2K. It ships in September.

JVC PROFESSIONAL PRODUCTS

www.jvc.com/pro
BOOTH C4218

NAB '07 Highlights: The Award-winning Libre wireless microwave camera system, expanded line of HD monitors.

New This Year: According to an otherwise tight-lipped company spokesperson, JVC will have a major solid-state announcement. The company's theme is "HD As It Should Be." A solid-state solution would provide customers with yet another recording option for its ProHD line.

KINO FLO

www.kinoflo.com
BOOTH C9419

NAB '07 Highlights: The VistaBeam DMX.

New This Year: Continues the VistaBeam line with the VistaBeam Single System, a slender, portable fixture that produces twice as much light as a standard Kino Single. Will present updated VistaBeam 600 DMX with new electronics and accessories. The new BarFly 400 fixture, in addition to the redesigned BarFly 200 and 100. The Diva-Lite 400 and 200 Dimming fixtures, a new pair of professional travel kits for the Diva-Lite 400 and 200 complete with stands, mounting accessories and Flozier diffusers, in addition to new T8 True Match lamps for architectural and commercial fixtures.

Enticements: From April 7 -31, Kino

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F2
HD revolution. Sonnet's Fusion™ F2 portable 2-drive RAID SATA storage system provides 640GB of storage in a rugged aluminum enclosure. Delivering speed (sustained read/write transfer rates up to 126MB/sec with drives configured as a RAID 0 set), reliability (each drive is individually shock-isolated and has its own eSATA interface), and convenience (it's bus-powered by your computer's FireWire port), Fusion F2 blurs the line between portable and desktop storage. An ideal companion to AJA® Video Systems Io HD, Fusion F2 is the perfect storage solution for your creative possibilities.
www.sonnettech.com

Opposite: Sennheiser's MKE-400 camera-mounted microphone and the GUI from Sony Creative Software Vegas Pro 8. This page, clockwise from above: a Vinten Vector 950 Active head, Sony Electronics PDW-700 XDCAM, G-Technology G-RAID mini, and SmartSound SonicfirePro GUI

Flo dealers in the U.S. will offer free lamps with purchase of BarFly products.

LACIE

www.lacie.com
BOOTH SL14410

NAB '07 Highlights: A cost-effective 10TB eSATA RAID and the color-accurate, widescreen, 26" LaCie 526 LCD monitor.
New This Year: Little Big Disk Quadra, as well as the new d2 Quadra. The 2big Dual will be available in the US in a few more weeks. Will be announcing a high-capacity portable drive system and lower-cost eSATA unit.
Enticements: Will be making announcements about special show pricing.

LITEPANELS

www.litepanels.com
BOOTH C10014

NAB '07 Highlights: The LP-MiniPlus in addition to the LP 1x1 4-Lite kit.
New This Year: Their new Broadcast Lighting Division offers cool-burning, energy-efficient LED lighting solutions tailored to the requirements of the network, local television and remote teleproduction industry. Litepanels will show off their Micro, which produces 1.5 hours of continuous output from just four standard or rechargeable AA batteries. A new DMX Interface Module will allow any Litepanels fixture to be added to a lighting control board and a new DC battery supply for the Ringlight Cinema fixture that works with 24-30V systems.

LOWEL-LIGHT

www.lowel.com
BOOTH SU9120

New This Year: A full Rifa eXchange System will be released with kits, accessory packs and cases. Lowel's classic Rifa has been upgraded to the new Rifa eXchange System, now with interchangeable quick-release lampheads for lower-wattage and daylight-fluorescent options.
Events: Co-sponsor of B-roll.net's party and a longtime sponsor of the LAFCPUG's SuperMeet (Wednesday, April 16 at the MGM Grand Hotel & Casino, 6:30-10:30 p.m.).
Rumor Mill: Says "someone famous" will visit their booth sometime during the show.

MARSHALL

www.marshall-usa.com
BOOTH SUB1926

NAB '07 Highlights: The V-R201P-AFHD 20" widescreen high-definition LCD monitor, a digital 20" TFT-megapixel active matrix LCD system with over 3.1 million pixels.
New This Year: In addition to its family of LCD racks, monitors and panels, Marshall will be debuting its MXL USB.008-24 USB-powered cardioid condenser microphone, developed by MXL Microphones, the company's professional audio division. The new mike features 32mm pressure gradient condenser capsule with a gold-sputtered diaphragm, 24-bit A/D and D/A converters, 96 kHz recording capability and a dynamic range of 114dB. Also on display will be Marshall's V-R653IMD-TE triple 6.5" rack-mounted monitor set with HDSDI/SDI inputs and in-monitor display features; a new line of SunBright outdoor HD/SD monitors; and the V-R902DP-

AFHD 9.0" wide dualscreen 1.2-megapixel high-resolution HD/SD monitor set.

MESOFT
www.mesoft.com
BOOTH SL14408

NAB '07 Highlights: Unveiled its Mesoft Media Engine (MME), a complete, integrated solution for producing, managing and distributing digital media content within tapeless workflows.

The GUI from The Foundry's Nuke 5.

New This Year: Mesoft will be demonstrating a new version of its Logging product, used primarily by reality shows to log digital media assets. The new version will include a Story Editor, developed in conjunction with working reality show editors, that allows editors to quickly construct storyboards and manage production assets. The company will also showcase an all-new Online Review and Approval solution that works effortlessly on all platforms, Windows, Mac and Linux. Mesoft also plans to announce support for Avid MXF files. It is the only dailies processing solution to directly support Avid MXF and OMF.

MOLE-RICHARDSON CO.
www.mole.com
BOOTH C9415

NAB '07 Highlights: A new 2K using a GE HX 2000 lamp was added to their lineup of tungsten par fixtures. Featuring a long throw, it can be easily transformed into a soft broad source with the addition of a Chimera Bank.

New This Year: Two redesigned DigiMole HMIs, the 200W and 400W fixtures. Both are compact, lightweight, will focus from flood to spot in one easy motion and can be used with an Chimera LightBank. The 1.2K DayLite Par is constructed from solid cast aluminum and features improved ventilation and cooling that eliminates unwanted spill light. A Brytal Aluminum parabolic reflector provides 96 square inches of reflective surface. The 2.5/4K DayLite Par is lightweight and compact with a 4-leaf barndoor with built-in light spill guard and a set of diffusion lenses that can be rotated 360 degrees.

Dulce Systems PRO RX rackmount RAID.

OCONNOR
www.ocon.com
BOOTH C6418

NAB '07 Highlights: The 120EX Extended Capacity fluid head.

New This Year: The Vitec Group brand will showcase the 120EX Extended Capacity fluid head to support the variable weight range of EC camera systems, as well as the compact yet rugged, Cine HD tripod, heavy-duty Ultimate 2575C fluid head.

PANASONIC
www.panasonic.com/broadcast
BOOTH C3512

NAB '07 Highlights: The P2 Mobile portable field recorder, 16GB and 32GB P2 cards, the AJ-HDP2000 D-5 VTR, and three professional cameras: the next-generation VariCam, AJ-HPX500, and AJ-HPX3000.

New This Year: The latest upgrade in the P2 family, the 64 Gigabyte P2 card. In addition, several consumer and prosumer cameras, the AG-HMC150 1080i and 720p, AVCHD camcorder, the AG-HMC70 AVCHD shoulder-mount camcorder for event videographers and the AW-HE100 ⅓"-CCD HD/SD camera with integrated remote control pan-tilt-zoom mechanism.

Events: Panasonic HD Solutions, Sunday, April 13 9:00-10:15 a.m. N258 Doug Leighton, sales development manager of Panasonic Broadcast, and Steve Fracol, camera operator and Steadicam owner-operator, New Vision Pictures, will present Panasonic's new HD camera solutions.

P+S TECHNIK GMBH
www.pstechnik.de
BOOTH C10319A (Bavarian Pavilion)

NAB '07 Highlights: In cooperation with Canon, P+S Technik launched the Mini35 Compact, which was designed to work with all ⅓" cameras with detachable lenses. Also launched were new connecting kits for the Mini35, the 400 which works with the Canon XH, A1 and G1 and the Sony HVR V1. The Pro35 for ½" cameras was released for the first time at NAB 2007 in addition to the MKII upgrade of the Pro35 adapter for ⅓" cameras made its debut with offers to upgrade any existing Pro35 to a MKII version. P+S Technik also released their own 35Digital Lens Set: 35mm primes equipped with a Nikon mount. Based on Zeiss lenses and designed to work with the P+S Technik Image Converters as well as with all other P+S Technik products equipped with the P+S Technik Interchangeable Mount System. Finally, P+S announced the

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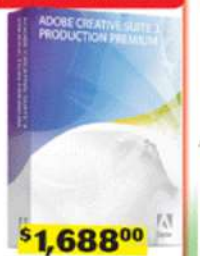

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VISA MasterCard AMERICAN EXPRESS DISCOVER

launch of the 2K single chip camera system in cooperation with Silicon Imaging: the SI-2K Mini camera.

New This Year: P+S Technik will roll into NAB with the next entry in the Skater family, the Junior: a smaller, more cost-effective dolly for cameras up to 15kg. A new Nikon F-mount and Interchangeable Mount System (IMS) for fast change between PL and Nikon, Canon or BNC-R mounted lenses. Also, a professional F-Mount will be available for the PRO35, and new connecting kits for Mini35 '400' for the Sony PMW-EX1 and Sony HVR-V1.

QUANTEL

www.quantel.com

BOOTH SL720

NAB '07 Highlights: Emphasizing the open and flexible nature of their new Genetic Engineering teamworking solution for post and DI, demonstrations at Quantel featured third-party equipment from ARRI, Eyeon Software and MTI Film, all hooked up and working live on the system. Also announced that all its DI systems, including iQ and Pablo, would be increased to 4K.

New This Year: Quantel will be demonstrating several new technologies including: Pablo Neo, an interactive color correction solution seen for the first time ever at NAB; Stereoscopic 3-D, seen for the first time at NAB; and the latest version of Genetic Engineering. Also, Final Cut Pro integration.

RED DIGITAL CINEMA

www.red.com

BOOTH SL3820

NAB '07 Highlights: The hot ticket last year was the demo short *Crossing the Line*, a rousing World War I drama directed by Peter Jackson and shot by Richard Bluck

LaCie Little Big Disc Quadra (above) and and d2 Quadra (left).

Canon's Canobeam

with two Red One prototypes. Oh, and they actually had real Red One cameras in the booth.

New This Year: The Scarlet "pocket professional" camera. Will it have 2K resolution? Or just 1080p? A 35mm sensor? 24-bit audio? interchangeable lenses? Enter the Red tent to find out.

Rumor Mill: Buzz about the Scarlet has dominated discussion boards for months, with no leaks from Red.

RED GIANT SOFTWARE

www.redgiantsoftware.com

BOOTH SL2128A (PLUG-IN PAVILION)

NAB '07 Highlights: Magic Bullet Looks, which replaced Magic Bullet Editors.

New This Year: Radium Glow is a new package of four plug-ins that creates glowing areas in an image based on the brightest parts of the frame. Instant HD Pro SD-to-HD converter receives an upgrade, as does Primatte Keyer 4, including an easy-to-use Auto setup that creates an almost-perfect key with one click.

SACHTLER

www.sachtler.us

BOOTH C6410

NAB '07 Highlights: Their award-winning FSB 2 and FSB 6 heads.

New This Year: The SOOM multifunctional camera support system was first spotted by *DV* at the IBC show in Amsterdam. Designed for the range of MiniDV to HDV camcorders, it was developed to solve the shooter's dilemma of which type of camera support to transport to studio or location. The Transformer-like SOOM can be configured into four different supports: a typical Sachtler tripod with a 75mm bowl, the TriSpread mini-spreader, the HiPod via its integrated center column — the SOOM Tube, which doubles as a monopod.

SENNHEISER ELECTRONIC

www.sennheiserusa.com

BOOTH N8207

NAB '07 Highlights: Announced the Command Channel option for the SKM 5200 handheld microphone transmitter, the EK 3241 portable receiver, and the EM 3532, 3032 and 1046 rack-mounted receivers.

New This Year: The MKE 400, a lightweight and highly directional mini-shotgun condenser microphone for use with digital camcorders. The MKE 400 may be small, but its features are

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SMARTSOUND SOFTWARE

www.smartsound.com

BOOTH SL7712

NAB '07 Highlights: The next generation of the popular Sonicfire Pro music management software, Sonicfire Pro 4.0, was introduced in 2007. Version 4.0 added multilayer music with "mood mapping," allowing control of each of the individual instrumental or effects tracks within a cut as well as to choose from a variety of "moods."

New This Year: Though not available until June, SmartSound's Sonicfire Pro 5 will be available for preview at the booth. Featuring advancements in timing — specifically the timing of events in a music score to key points in a production — Sonicfire Pro 5 also offers users additional capabilities for music searching.

SONNET TECHNOLOGIES

www.sonnettech.com

BOOTH SL13808

NAB '07 Highlights: Their desktop Fusion D400Q and rack-mount Fusion R400Q SATA systems, Fusion D500P desktop RAID and Fusion D800RAID 8-drive and Fusion D400RAID 4-drive Serial ATA disk array.

New This Year: Revealed at MacWorld, their Fusion F2 SATA RAID is a compact, portable storage device capable of 126MB/sec sustained read and write data transfers. Encased inside a thick aluminum shell, each of Fusion F2's twin drives is individually shock-isolated, protecting them during transport and eliminating cross-coupled vibration during operation — a potential source of skipped video frames.

SONY ELECTRONICS

www.sony.com/professional

BOOTH SU906

NAB '07 Highlights: The XDCAM line, updated with several products: the PDW-F355 camcorder, the PDW-F75 deck, and the PDW-U1 drive unit, as well as a dual-layer 50GB optical disc media, model PFD50DLA. They also introduced the SRW-5800 HDCAM SR deck. Sony introduced the first BVM LCD monitor, the BVM-L230.

New This Year: The latest in the CineAlta F series: the F35 with its 35mm-sized CCD, 10-bit, 4:4:4 recording and a PL mount. Also debuting will be the 50mb/s Sony PDW-700 2/3" XDCAM HD, a new XDCAM HD deck, the PDW-1500 and a new LCD broadcast monitor, the BVM-L420 for 12-bit 1920x1080 viewing. Sony will also be showing new file transfer capabilities to the SRW-5800 HDCAM SR deck. In addition, two new models in the LUMA professional LCD displays, a 17" and a 42".

Events: Sony HD Solutions, Saturday, April 12, 11:45 a.m.-1:00 p.m. N258 Workshop covering HDCam to the CineAlta F23 and F35, with Michael Bravin, CTO, Band Pro Film & Digital; Jeff Cree, HDVS Market Development Manager, Band Pro Film & Digital; and Jendra Jarnigan, Director of Photography, Floating Camera.

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SONY CREATIVE SOFTWARE

www.sonycreativesoftware.com

BOOTH SL12413

NAB '07 Highlights: Announced a new 64-bit version of Vegas Pro NLE to address the greater computing power requirements of HD production.

New This Year: At IBC 2007, they launched Vegas Pro 8, which includes features for editing material shot in multi-camera environments, support for tapeless workflows, a new ProType titler and enhanced scripting capabilities. They also launched new versions of its consumer products last year, upgrading Vegas Movie Studio, Sound Forge Audio Studio and ACID Music Studio.

Events: User event to be held at the LVCC the evening of Monday, April 14, at 6:30 p.m. Les Stroud, creator and host of

the popular *Survivorman* series on Discovery Channel, will be giving the keynote speech. (Register on the Sony Creative Software Web site as space is limited.) Stroud will also be on hand in the Sony booth (SL12413) on Tuesday, April 15, at 11:00a.m. and 3:00 p.m.

THE TIFFEN CO.

www.tiffen.com
BOOTH SU8514

NAB '07 Highlights: Improvements to the award-winning Steadicam Merlin and Ultra^2; announced their Dfx Digital Filter Suite software.

New This Year: Their IR line of filters which combine superior infrared filtration in combination with classic filters, specifically designed for CCD or CMOS cameras, which are inherently susceptible to infrared contamination. Tiffen offers the IR ND and IR 85ND series filters featuring ColorCore filter technology. Digital HT (High Transmission) filters, multi-coated photo and video filters made with Hi-Trans Double-Sided Titanium Multi-Coating surpass even military specifications. Tiffen continues to move into the modern age with Dfx Digital Filter Suite software.

Events: Director of Photography track, Supersessions, "Steadicam techniques for Film and HD Production," Saturday, April 12, 5:00-6:15 p.m. in N258. Paul Abraham, director of technical services, will aid in the demonstration of Steadicam techniques for film and HD productions.

Vinten Vector 750 head

Manfrotto 701 head.

UGRIP

www.ugrip.dk
BOOTH SU2822

NAB '07 Highlights: Configurable video support system kits and accessories for DV camcorders, HD camcorders and motion picture cameras.

New This Year: "Diamond C" Video Support System for Canon HD and DV camcorders

Enticement: A 10% discount for all orders made at the show.

VARIZOOM

www.varizoom.com
BOOTH C7837

NAB '07 Highlights: Their unique MediaRig stabilizer for DV cameras caught attention.

New This Year: VariZoom has released or announced a number of lens control units, including the VZ PG-EX, VZ STEALTH-EX and VZ ROCK-EX, for Sony's PMW-EX1. Some of the features of the new EX series controls are the pressure-sensitive zoom rocker that provides precise zoom control, a safely-located record/pause button, a video return button that plays back the last five seconds of recorded material and cues the tape up to the last recorded frame to ensure proper time code sync, a rubber-foam grip for comfort, a heavy-duty aluminum housing and a quick-release clamp. VariZoom's new Wireless Follow Focus System (VZ-WFF) consists of a hand-held lightweight transmitter control that enables the operator to remotely control one lens function, such as focus or iris, and start or stop the camera. Also included is a receiver/amplifier motor-driver unit, and a power cable along with a sophisticated lens drive motor.

VINTEN

www.vinten.com
BOOTH C6412

NAB '07 Highlights: Unveiled their Protouch Pro-6HDV pan and tilt head, Vector 950 and 90 studio/OB pan and tilt heads, and Vision iScript portable studio and ENG prompt systems.

New This Year: The U.S. introduction of the Vector 750 pan & tilt head, which has taken the best of the functionality and durability of the Vector 700 Standard and "H" versions and made it even better in one revolutionary new system. A key benefit of the Vector 750 is that it has a center of gravity range span of 80mm -250mm. The maximum payload of the Vector 750 is 75kg, increased from 70kg on the Vector 700, making it easier to oper-

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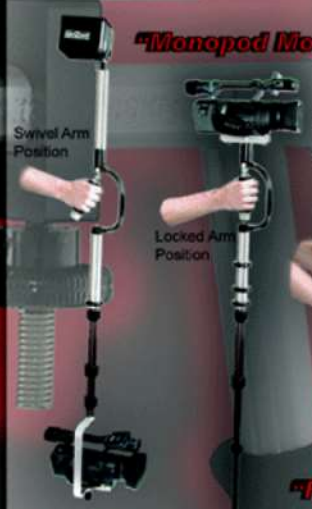

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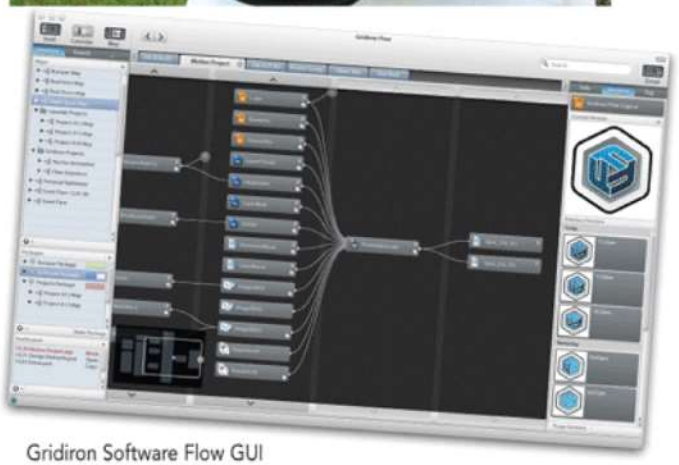

Gridiron Software Flow GUI

-250mm. The maximum payload of the Vector 750 is 75kg, increased from 70kg on the Vector 700, making it easier to operate with more camera accessories such as talent monitors and spotlights.

ZACUTO

www.zacuto.com
BOOTH C8015

NAB '07 Highlights: Zgrips, Z-LWS, ZipGears, Zdapters.
New This Year: Zacuto follow focus 15/19mm, lens support 15/19mm, Red setups, many new locking mounts, 15 other new products.
Enticements: Show specials. Side-by-side video of every camera on the market shown at the booth on the same set with a model. Also, all depth-of-field adapters in a video comparison. Free Zacuto hats, T-shirts and pens.

ZYLIGHT

www.zylight.com
BOOTH C9510

NAB '07 Highlights: Little-known before the event, Zylight earned honors for their impressive Z90 LED lamp.
New This Year: Zylight's Z50 and Z90 fixtures have been updated with Lamina's Titan high-output LED engine, adding color-control flexibility and brightness. DV